



## VILLAGE OF MOUNT HOREB

E. Main Street

Mount Horeb, WI 53572

Phone: (608) 437-6884 Fax: (608) 437-3190

Email: [mhinfo@mounthorebwi.info](mailto:mhinfo@mounthorebwi.info) Web: [mounthorebwi.info](http://mounthorebwi.info)

### **COMMUNITY DEVELOPMENT AUTHORITY AGENDA**

**Wednesday, June 12, 2024 at 6:00 PM**

Municipal Building Board Room

138 E. Main Street

Mount Horeb, WI

- 1) Call to order
- 2) Consent Agenda
  - a. Consideration of April 10, 2024 Meeting Minutes
  - b. Economic Development Director's report
  - c. Mount Horeb Area School District report
  - d. Mount Horeb Area Chamber of Commerce report
- 3) Agenda Items
  - a. Recommendation: Residential Exterior Improvement Application: Tom Castello, 302 Forest Street
  - b. Recommendation: Residential Exterior Improvement Application: Graham Cronin, 303 N Third Street
  - c. Continued discussion on downtown redevelopment and determining next steps
- 4) Meeting adjournment.

UPON REASONABLE NOTICE, EFFORTS WILL BE MADE TO ACCOMMODATE THE NEEDS OF DISABLED INDIVIDUALS THROUGH APPROPRIATE AIDS AND SERVICES. FOR INFORMATION OR TO REQUEST THIS SERVICE, CONTACT ALYSSA GAFFNEY, CLERK, AT 138 E MAIN STREET, MOUNT HOREB, WI (608) 437-9404.



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### COMMUNITY DEVELOPMENT AUTHORITY AGENDA

Wednesday, April 10, 2024 at 6:00 PM

#### DRAFT MEETING MINUTES

- 1) Call to order  
Marc Schellpfeffer called the meeting to order at 6:00 PM.
  - a. Roll Call  
Members present were Todd Fritz, Ben Vondra, Ryan Czyzewski, Marc Schellpfeffer, Andy Baber, Barb Case & Karen Tetzlaff. Also, present were Village Administrator, Nic Owen, Kristin Fish-Peterson & Office Assistant, Katie Jelle.
- 2) Consent Agenda  
Schellpfeffer made a motion to hold the Economic Development Director's report so that Fish-Peterson could discuss it. Fritz seconded the motion. Motion carried.  
Czyzewski motioned to approve all other Consent Agenda items, Tetzlaff second. Motion carried.
  - a. Consideration of March 13, 2024 Meeting Minutes
  - b. Economic Development Director's report  
Fish-Peterson presented on the Summit Meeting that was held on 4/9/24 at the Mt Horeb Senior Center. She discussed & explained the CDA & the Parking Study. The group discussed concerns & dreams for downtown Mt. Horeb and what kind of support they could receive from the CDA & the Chamber. The group thought that evening hours would be beneficial in the downtown. There is a high interest in maintaining the downtown charm. The group would like some input in the zoning process when zoning codes are re-written. Outdoor games & food trucks were recommended. Other items of discussion were bringing the Art Fair back to Main Street, reducing truck & tractor traffic on Main Street & restricting tenant mix.
  - c. Mount Horeb Area School District report
  - d. Mount Horeb Area Chamber of Commerce report
- 3) Agenda Items



- a. Consideration of Residential Exterior Improvement Program Grant  
Application: Anthony Miller, 210 Wilson Street  
Owen explained the application that was received for improvements at 210 Wilson Street. All requests were eligible project costs. Schellpfeffer agreed that the updates would go a long way to make the property continue to last. Tetzlaff motioned to approve the application. Case seconded. Motion carried.
  - b. Consideration of Residential Exterior Improvement Program Grant  
Application: 307 N Third Street, Jackie and Ryan Monfils  
Owen explained the application for 307 N 3rd Street. The application is for a retaining wall that is supporting a driveway. The application meets all of the criteria for approval. Czyzewski made a motion to approve the grant application. Baber second. Motion carried.
  - c. Discuss article on market rate housing  
Fish-Peterson discussed an article based on a study done by the Federal Reserve Bank. The summary was "How new apartments create opportunities for all". Members discussed the need for affordable & Market Rate housing.
  - d. Discuss T-Mobile Hometown Grants.  
Fish-Peterson explained a \$50,000 grant from T-Mobile to communities with a population of 50,000 or less. The grant is for projects that are ready to go, meet a need in the community, make an impact & that have a strong level of community support. Owen said that the Grundahl Park renovation would be eligible & adding bike racks to the downtown would be eligible. No action was taken. The members will discuss at a later date.
- 4) Meeting adjournment.  
Tetzlaff motioned to adjourn at 6:34 PM. Case seconded. Motion carried.

June 6, 2024

To: Community Development Authority

From: Kristen Fish-Peterson, Economic Development Contracted Staff

Re: Report on work to date

What follows is a list of activities for April and May:

1. Meetings in person and virtual
  - a. Nic Owen individually (in person, phone, and emails)
  - b. Village Board (April and May, CDA meetings (April)
  - c. Chamber Board meeting (May)
  - d. Good Morning Mount Horeb (April/May)
  - e. Village Department Staff Meeting
  - f. Business Advocacy Committee
  - g. Meeting with Chamber and education leaders for future workforce development efforts
  - h. Emails, virtual meetings, and phone calls with prospective new business and new property owners
  - i. Retention calls on 4 Mount Horeb (downtown) businesses
  - j. Meeting with Lukken re: acquisition
  - k. Follow up from Downtown Summit
2. Research
  - a. Mapping for Parks Dept. of community parks
  - b. Downtown business prospects property search
  - c. Contact information for early conversations for new business park prospects
3. Prep, attendance and follow up at CDA and Village Board meetings.



# Board of Education Recap

## Resumen de la Junta de Educación

June 3, 2024

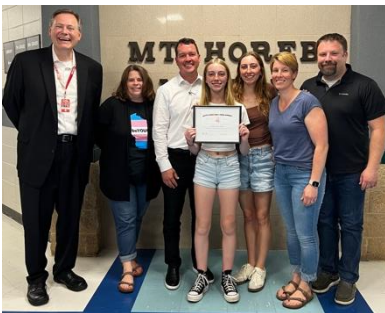
Vikings, it is hard to believe, but this is the last week of the 2023–2024 school year. Even though we are all saddened that the year is ending, we look forward to our students' return in 91 days!

Student Spotlight: The Board had the opportunity to recognize two students, during Monday night's meeting.

May's recipient, **Emma Peterson**, an 8<sup>th</sup> grader, was nominated by **Principal Paul Christiansen** and **Assistant Principal Catie Goninen** for this award. They told those assembled that Emma always has a positive attitude and a willingness to work hard. She is the kind of girl that works with anyone and is willing to advocate for others. One of her teachers added, "Emma is just a wonderful human – kind, compassionate, and thoughtful. Here is a picture of Emma with her proud sister Chloe, as well as parents, **Mr. Ryan** and **Mrs. Theresa Peterson**; **Mrs. Carly Fisher**, the Board's liaison to the Middle School; Principal Christiansen; and myself.

June's recipient: **Alexa Vesley**, an 11<sup>th</sup> grader, was honored by the high school administrative team, **Principal Cody Lundquist**, and Assistant Principals **Talisa Corcoran** and **Kolleen Nesheim**. Alexa was selected because of her leadership in student council and DECA. As an aspiring health professional, Alexa advocated for the creation of a club called [Health Occupations Student Association](#). Pictured along with Alexa and the school's administration are parents **Mr. Craig** and **Mrs. Nicole Vesley**; **Mr. Joel Craven**, the Board's liaison to the High School; and myself.

Finally, in celebratory news, the Board recognized our District's Math teams. The 5<sup>th</sup>/6<sup>th</sup> team competed at UW Madison's Math Department and the 7<sup>th</sup>/8<sup>th</sup> teams at Madison College. The following students participated: (fifth graders) **Zoey Gilfillan**, **Owen Jewell**, **Alex Niemetscheck**, **Caitlin Sullivan**, **Laszlo Tank**, **Carter Wanless**, (sixth graders) **Flynn Hart-Bell**, **Owen Murphy**, **Donovan Rahman**, and **Adam Orrell** (seventh graders) **Bronte Bethel**, **Liam Crolla**, **Caleb Gaulke**, and **Abigail Marshaus**; (eighth graders) **Patrick Chappell**, **Henry Healy**, **Geoffrey Lawrence**, and **Josie Sailor**. Understandably, coaches **Mrs. Sita Powell**, **Mrs. Kelly Parker**, and **Ms. Kristin Keenan** were so very proud.



A number of our kindergarten teachers (**Ms. Heather Hurley**, **Ms. Hannah Johnson**, and **Mr. Kirk Nichols**) were in attendance to share the results of their first year implementing the [Core Knowledge Language Arts/Amplify \(CKLA\)](#) program. CKLA, coupled with [Heggerty Phonemic Awareness](#) program, is focused on the science of reading, a requirement of [2023's Wisconsin Act 20](#) – details of which may be found [here](#). Throughout the year, the Board has been kept abreast of the successes our students are experiencing with this new curriculum. This is the result of significant professional development and co-planning by our teachers in grades 4K–5. Next year, the District will expand CKLA further into the elementary school.





# Board of Education Recap

## Resumen de la Junta de Educación

In other news, the Board:

- ⇒ Approved their primary goals borne from their new strategic plan, [Breakthrough 2023](#). During a recent workshop, they identified and prioritized goals related to student achievement, life-ready indicators, and student well-being. Each goal is tied to empirical data markers. [Here is a link](#) to the Board's prioritized goals.
- ⇒ Approved alterations to their policy 453.5 "[Student Physical Examinations](#)" to clarify the state's expectations.
- ⇒ Approved a new policy 190 "[Board Member Collective Bargaining Responsibilities](#)." The new policy is the result of much reflection on the last three bargaining sessions with the Mount Horeb Education Association (MHEA). The Board believes the policy:
  - Outlines a collection of interests: the community's ability to pay while maintaining competitive total compensation levels;
  - Memorializes the process the Board has used, based on the legal counsel's expertise;
  - Supports the Board's ongoing commitment to transparency. In so doing, the Board believes the new policy clearly articulates its position and mitigates any surprises.
- ⇒ Finally, the Board approved their policy related to [school volunteers](#) (policy 353.1). In short, the District has proposed further strengthening of approval procedures. We wanted that to be noted in Board policy.

Last night was a busy night to be sure. Summer promises to be equally so. If there is support your children or family may need this summer, we want to know. In that spirit, please see the textbox below with additional opportunities. Of course, I always welcome hearing from you. I may be reached at 608-437-7010 or [salernosteve@mounthorebschools.org](mailto:salernosteve@mounthorebschools.org).

### Viking Support Updates

Thank you to all who participated in our Support Survey; we will use this data to help determine what students need going into the 2024-2025 school year. As we support our students, staff, families, and community in our recovery process, please refer to this list of support opportunities:

- therapy dogs at schools
- additional counselors at the Middle School
- additional law enforcement presence at schools
- representatives from the Wisconsin Office of School Safety at schools
- recommendations of local counselors and therapists that have immediate openings (you can email myself or your school's principal)
- social support tools on our website
- 24/7 staff access to mental health professionals through EAP
- staff access to Able-To Self Care platform offered by Quartz

I am proud to be a Viking, and I hope you are too!

### Tip of the Hat Award



As the Board prepares to close out its fiscal year, members wish to express their gratitude for the leadership demonstrated by several "at large" and/or committee members.



**Ethan Fendrick**  
Student Board  
Representative



**Becky Kliebenstein**  
Faculty Rep,  
Education Committee



**Tony Miller**  
Faculty Rep, Com and  
Legislative Committee



**Aminata "Phoenix" Ndiaye**  
Student Rep on Edu and Safety  
and Wellness Committees





# Board of Education Recap

## Resumen de la Junta de Educación

3 de junio de 2024

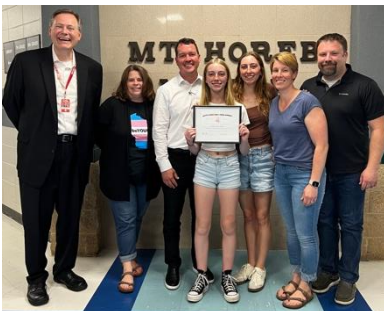
Vikingos, cuesta creerlo, pero esta es la última semana del año escolar 2023-2024. Aunque a todos nos entristece que el año esté terminando, ¡esperamos con ansias el regreso de nuestros estudiantes en 91 días!

Estudiante destacado: La Junta tuvo la oportunidad de reconocer a dos estudiantes durante la reunión del lunes por la noche.

La ganadora de mayo, **Emma Peterson**, estudiante de octavo grado, fue nominada por **el director Paul Christiansen** y la **subdirectora Catie Goninen** para este premio. Les dijeron a los reunidos que Emma siempre tiene una actitud positiva y voluntad de trabajar duro. Ella es el tipo de chica que trabaja con cualquiera y está dispuesta a defender a los demás. Una de sus maestras agregó: "Emma es simplemente una persona maravillosa: amable, compasiva y considerada. Aquí hay una foto de Emma con su orgullosa hermana Chloe, así como con sus padres, el **Sr. Ryan** y la **Sra. Theresa Peterson**; la **Sra. Carly Fisher**, enlace de la Junta con la Escuela Secundaria; Director Christiansen; y yo mismo.

La ganadora de junio: **Alexa Vesley**, estudiante de 11.º grado, fue honrada por el equipo administrativo de la escuela secundaria, **el director Cody Lundquist**, y las **subdirectoras Talisa Corcoran** y **Kolleen Nesheim**. Alexa fue seleccionada por su liderazgo en el consejo estudiantil y DECA. Como aspirante a profesional de la salud, Alexa abogó por la creación de un club llamado [Asociación de Estudiantes de Ocupaciones](#) de Salud. En la foto junto con Alexa y la administración de la escuela están los padres, el **Sr. Craig** y la **Sra. Nicole Vesley**; el **Sr. Joel Craven**, enlace de la Junta con la Escuela Secundaria; y yo mismo.

Finalmente, como noticia de celebración, la Junta reconoció a los equipos de Matemáticas de nuestro Distrito. El equipo quinto y sexto compitió en el Departamento de Matemáticas de UW Madison y los equipos séptimo y octavo en Madison College. Participaron los siguientes estudiantes: (estudiantes de quinto grado) **Zoey Gilfillan, Owen Jewell, Alex Niemetscheck, Caitlin Sullivan, Laszlo Tank, Carter Wanless**, (estudiantes de sexto grado) **Flynn Hart-Bell, Owen Murphy, Donovan Rahman** y **Adam Orrell** (estudiantes de séptimo grado) **Brontë Bethel, Liam Crolla, Caleb Gaulke** y **Abigail Marshau**; (estudiantes de octavo grado) **Patrick Chappell, Henry Healy, Geoffrey Lawrence** y **Josie Sailor**. Es comprensible que las entrenadoras **Sra. Sita Powell, Sra. Kelly Parker** y **Sra. Kristin Keenan** estuvieran muy orgullosas.



Varios de nuestros maestros de jardín de infantes (la **Sra. Heather Hurley**, la **Sra. Hannah Johnson** y el **Sr. Kirk Nichols**) asistieron para compartir los resultados de su primer año de implementación del programa [Core Knowledge Language Arts/Amplify \(CKLA\)](#). CKLA, junto con el programa [Heggerty Phonemic Awareness](#), se centra en la ciencia de la lectura, un requisito de la [Ley 20 de Wisconsin de 2023](#), cuyos detalles se pueden encontrar [aquí](#). A lo largo del año, la Junta se ha mantenido al tanto de los éxitos que nuestros estudiantes están experimentando





# Board of Education Recap

## Resumen de la Junta de Educación

con este nuevo plan de estudios. Este es el resultado de un importante desarrollo profesional y planificación conjunta por parte de nuestros maestros en los grados 4K-5. El próximo año, el Distrito ampliará CKLA a la escuela primaria.

En otras noticias, la Junta:

- ⇒ Aprobaron sus objetivos principales derivados de su nuevo plan estratégico, [Breakthrough 2023](#). Durante un taller reciente, identificaron y priorizaron objetivos relacionados con el rendimiento estudiantil, los indicadores de preparación para la vida y el bienestar de los estudiantes. Cada objetivo está vinculado a marcadores de datos empíricos. [Aquí hay un enlace](#) a los objetivos priorizados de la Junta.
- ⇒ Aprobó modificaciones a su política 453.5 "[Exámenes físicos de estudiantes](#)" para aclarar las expectativas del estado.
- ⇒ Aprobó una nueva política 190 "[Responsabilidades de negociación colectiva de los miembros de la Junta](#)". La nueva política es el resultado de mucha reflexión sobre las últimas tres sesiones de negociación con la Asociación de Educación de Mount Horeb (MHEA).

La Junta cree que la política:

- Describe una colección de intereses: la capacidad de la comunidad para pagar manteniendo niveles competitivos de compensación total;
  - Memorializa el proceso que ha utilizado la Junta, con base en la experiencia del asesor legal;
  - Apoya el compromiso continuo de la Junta con la transparencia. Al hacerlo, la Junta cree que la nueva política articula claramente su posición y mitiga cualquier sorpresa.
- ⇒ Finalmente, la Junta aprobó su política relacionada con los [voluntarios escolares](#) (política 353.1). En resumen, el Distrito ha propuesto un mayor fortalecimiento de los procedimientos de aprobación. Queríamos que eso se anotara en la política de la Junta.

### Actualizaciones de soporte de Viking

Gracias a todos los que participaron en nuestra Encuesta de soporte; Usaremos estos datos para ayudar a determinar qué necesitan los estudiantes de cara al año escolar 2024-2025. Mientras apoyamos a nuestros estudiantes, personal, familias y comunidad en nuestro proceso de recuperación, consulte esta lista de oportunidades de apoyo:

- perros de terapia en las escuelas
- additional counselors at the Middle School
- Presencia adicional de las fuerzas del orden en las escuelas.
- representantes de la Oficina de Seguridad Escolar de Wisconsin en las escuelas
- recomendaciones de consejeros y terapeutas locales que tienen vacantes inmediatas (puede enviarme un correo electrónico a mí o al director de su escuela)
- Acceso del personal las 24 horas, los 7 días de la semana a profesionales de salud mental a través de EAP
- Acceso del personal a la plataforma Able-To Self Care ofrecida por Quartz.

Anoche fue una noche muy ocupada, sin duda. El verano promete serlo igualmente. Si hay apoyo que sus hijos o su familia puedan necesitar este verano, queremos saberlo. Con ese espíritu, consulte el cuadro de texto a continuación con oportunidades adicionales. Por supuesto, siempre agradezco saber de usted. Me pueden contactar al 608-437-7010 o [salernosteve@mounthorebschools.org](mailto:salernosteve@mounthorebschools.org).

¡Estoy orgulloso de ser vikingo y espero que tú también lo estés!

### Tip of the Hat Award



Mientras la Junta se prepara para cerrar su año fiscal, los miembros desean expresar su gratitud por el liderazgo demostrado por varios miembros "en general" y/o del comité.



**Ethan Fendrick**  
junta estudiantil  
Representante



**Becky Kliebenstein**  
representante de la  
facultad,  
Comité de Educación

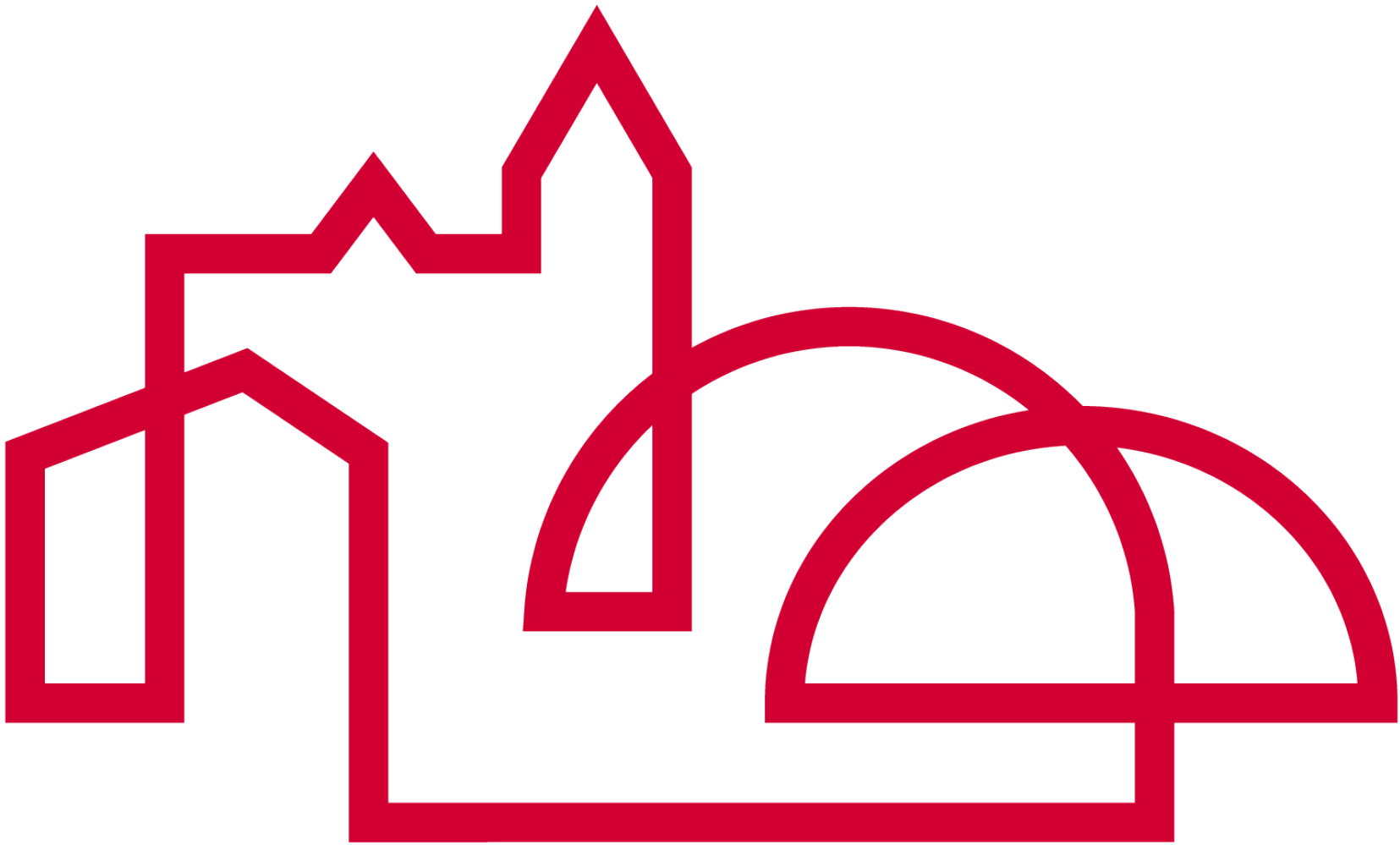


**Tony Miller**  
Representante de la  
facultad, Com y  
Comité Legislativo



**Aminata "Phoenix" Ndiaye**  
Representante Estudiantil del  
Comité de Educación y  
Seguridad y Bienestar

Menu



# MOUNT HOREB

## AREA CHAMBER OF COMMERCE

(/)



(<https://www.mounthorebchamber.com/member/newmemberapp/>)



June 3, 2024



WEEKLY MEMBER  
NEWSLETTER

Happy Monday! June is here! We are already seeing an uptick in visitors at the Welcome Center, and so hopefully this will be the start of another busy summer season!

This is a busy week for the chamber! This Wednesday is [Good Morning, Mount Horeb](#) at [Martinson Hall at Buck & Honey's](#). We will hear from speakers representing the [Mount Horeb School District](#) (come learn about sponsorships and other marketing opportunities), [Neighbors Helping Neighbors](#), and I will present on behalf of the [Friends of the Mount Horeb Welcome Center](#) and talk about that organization's mission and fundraising efforts. [Register now.](#)

Then on [Thursday, June 6](#) from [5pm-7:00pm](#), we are kicking off our [Chamber Social Summer Series](#) at the [Mount Horeb Summer Frolic!](#) Join us at the [Beer Tent at Grundahl Park](#), make some connections, and enjoy some beer! [Register here.](#)

Then on [Friday, June 7](#) at [10:00am](#), we are gathering for [MARC's Groundbreaking Ceremony](#), celebrating their new building going up in the Springdale Business District on Commerce Street. You can [register here](#) and add the event to your calendar!

Then next week, we continue our busy streak with our final session in this quarter's [Power Up Series](#). In this virtual session on [Tuesday, June 11](#) at [1:00pm](#), our presenters from [Lake Effect HR & Law](#) will talk about when is the right time to [manage employees up or move them out of your organization](#). [Register now.](#)

And then we get to party again at [Cave of the Mounds' Ribbon Cutting Ceremony](#) for their newly renovated Visitor Center! Join us on [Thursday, June 13](#), from [4:00-5:30pm](#)! [Register now.](#)

The deadline to sponsor the [Mount Horeb Art Fair](#) is [next Friday, June 14](#), so be sure to reserve yours now. This is our largest tourism event of the year, bringing in over 10,000 people into Downtown Mount Horeb, so don't miss this opportunity to put your name out there! [Register here](#) (details are below).

You can also sign up a team for the [Annual Golf Outing](#) coming up on [August 15](#). As a reminder, there will be two tee times this year: [9:30am](#) and [1:00pm](#). You can select which time you want when you register. Everyone is invited to a big [networking lunch from 11:30-1:00pm](#). Don't miss this chance to get out on the green and mingle! We've got some fabulous prizes this year (including a HUGE vacation hole-in-one prize!), so don't miss out! [Register here.](#)

*One note - we did have to cancel the Silk & Steel Ribbon Cutting at the last minute and will reschedule in the future.*

Have a great week,

Rachel LaCasse-Ford, President/CEO

[rlacasseford@trollway.com](mailto:rlacasseford@trollway.com)

608-437-5914

[Schedule a Meeting with Me!](#)



welcomeNEW MEMBERS



- [In A Pickle Bookkeeping, LLC](#): Turn your financial challenges into smooth sailing! I founded this company with a mission to empower solopreneurs and small businesses to thrive without the hassle of managing their own finances.
- [Wisconsin Army National Guard](#): Military branch of service. Recruiting and Retention company looking to get involved in the community.

### HOT DEALS

- [The Thirstea Troll - 1 Year Celebration and Summer Frolic Celebration Week](#)
- [Viva Infusions and Wellness - Got Tirzepatide? We do!](#)
- [Shelley's Social Media, LLC - June Special: Basic Wix Website](#)

[All Hot Deals](#)

[How do I submit a Hot Deal?](#)

### JOB POSTINGS

- [Cave of the Mounds - Surface Crew](#)
- [Cave of the Mounds - Tour Guide/ Cave Educators](#)
- [Mount Horeb Area Chamber of Commerce - Tourism Specialist - Part Time](#)

[All Job Postings](#)

[How do I submit a Job Posting?](#)

### NEWS RELEASES

- [Mobius Holdings, Inc. - Academy of Little Vikings Celebrates Graduation of First ECE Apprentice](#)
- [MOHOP LLC - MOHOP \(Mount Horeb Pickleball\) celebrates the opening of the new Pickleball and Tennis Courts at Viking Park](#)

[All News Releases](#)

[How do I submit a News Release?](#)

### COMMUNITY CALENDAR

- [Trollabration: A Joyful Observance of Mount Horeb's Most In\(Famous\) Residents \(Now - 6/3/2024\)](#)
- [Mount Horeb Summer Frolic \(6/6/2024 to 6/9/2024\)](#)
- [Tisha's Delicious Bakery at the Mount Horeb Farmer's Market \(6/6/2024\)](#)
- [Groundbreaking Ceremony for MARC Center \(6/7/2024\)](#)

[All Upcoming Events](#)

[How do I submit an Event?](#)

### UPCOMING MEETINGS

June 13  
[Business Advocacy Committee](#)

June 18  
[Tourism Events Committee](#)

June 20  
[Membership Committee](#)

June 28  
[Executive Meeting](#)

Every Monday  
[Online Office Hours](#)  
with Rachel!

# NETWORKING

networking

JUN 5

WEDNESDAY

Good Morning

MOUNT HOREB

8:00 AM - 9:00 AM

**Good Morning, Mount Horeb**  
Martinson Hall at Buck & Honey's

**Date:** June 5 @ 8:00am  
**Speakers:** Neighbors Helping Neighbors  
Mount Horeb Area School District  
Friends of the Mount Horeb Welcome Center

**Register**  
*Registration is appreciated but not required. Open to members and non-members*

members and non-members.

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**Speak at an upcoming session!**

[Sign up here.](#)



**Chamber Social**

Summer Series

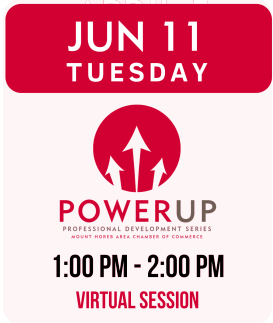
**Date:** June 6 @ 5:00pm-7:00pm

**Location:** Mt Horeb Summer Frolic Beer Tent

Help us kick-off summer with some beer and great networking!

**Register**

*Registration is appreciated but not required.*



**Power Up! Professional Development Series**

In-Person Session

**Q2 Session 3** - The final session in our three-part series on **Cultivating a Thriving Workplace**. Join us for this virtual session about **managing employees up or moving them out**.

**Date:** June 11 @ 1:00pm

*Second Tuesday of the Month*

**Location:** Virtual Session

**Presenters:** Jane D Clark, J.D. & Leann Ploessl,  
**Lake Effect HR & Law**

**Register**

*Please register ahead of time.*

----Upcoming Sessions Next Quarter----

**Topic: Professional Networking**

**Q3 Session 1** (Jul 9 @ 8am) - In-Person

**Q3 Session 2** (Aug 13 @ 1pm) - Virtual

**Q3 Session 3** (Sep 10 @ 1pm) - Virtual



You Are Invited

*Groundbreaking*  
**CEREMONY**

Friday, June 7 @ 10:00am

**MARC Mount Horeb**  
1961 Commerce Dr  
Mount Horeb, WI 53572

POWERING POTENTIAL  
CHANGING LIVES

**MARC**

REGISTER NOW

You Are Invited

*Ribbon Cutting*  
**CEREMONY**

Thursday, June 13 @ 4-5:30pm

**Cave of the Mounds**  
2975 Cave of the Mounds Rd  
Blue Mounds, WI 53517

**CAVE OF THE MOUNDS**  
National Natural Landmark

REGISTER NOW

PROFESSIONAL DEVELOPMENT

professional development

CULTIVATING A THRIVING WORKPLACE

SESSION 3: TUES, JUNE 11 @ 1PM – 2PM

WHERE: VIRTUAL SESSION

TOPIC: MANAGING EMPLOYEES UP OR MOVING THEM OUT

.....

COST: \$0 FOR CHAMBER MEMBERS | \$10 FOR NON-MEMBERS

LAKE EFFECT

HUMAN RESOURCES & LAW

JANE D. CLARK, J.D.

CEO AND MANAGING PARTNER

LAKE EFFECT HR & LAW

LEANN PLOESSL

STRATEGIC HR ADVISOR

LAKE EFFECT HR & LAW

POWERUP

PROFESSIONAL DEVELOPMENT SERIES

MOUNT HOREB AREA CHAMBER OF COMMERCE

REGISTER NOW

We are seeking presenters for 2025. Fill out [this form](#) to be considered.  
Have an idea for a topic that you'd like covered? Complete [this survey](#).

EMERGING LEADERS TRAINING

unlock the magic

The Mount Horeb Area Chamber of Commerce invites you to take advantage of this unique offering in partnership with chambers from across Wisconsin.

Leadership 2.0 is a partnership program with James Songster's Emerging Leader Training that will assist you in identifying your skillset and expanding your strengths. This program was developed by James Songster and Sue Schank, who have over sixty years of leadership training at the Walt Disney Company.

If you are accepted into this training program, you will meet at the Mount Horeb Chamber's Conference Room once a month with your cohort. This group will be limited to 20 people or less, so you will have the opportunity to get to know one another and building relationships throughout the nine months we are together.

Each training session is 45 minutes, and we will build in time for lunch and networking before each session, as well as an opportunity to discuss and debrief after each session.

CLASS OF 2025 SESSION TOPICS

LEADERSHIP STYLES

RECOGNITION

INTEGRITY

COMMUNICATION

TRAINING

CUSTOMER SERVICE

CREATIVE PROCESS

CREATIVE PROBLEM SOLVING

ORGANIZATIONAL CULTURE

TUESDAY, SEPTEMBER 17, 2024

TUESDAY, OCTOBER 15, 2024

TUESDAY, NOVEMBER 19, 2024

TUESDAY, DECEMBER 17, 2024

TUESDAY, JANUARY 21, 2025

TUESDAY, FEBRUARY 18, 2025

TUESDAY, MARCH 18, 2025

TUESDAY, APRIL 15, 2025

TUESDAY, MAY 20, 2025

SESSION SCHEDULE

11:30-12:00p

12-12:45p

12:45-1:00p

Lunch & Networking

Program

Discussion & Debrief

Lunch & Networking, Discussion & Debrief are optional, but highly encouraged.

LEADERSHIP

2.0

JAMES SONGSTER

EMERGING LEADER TRAINING

TUITION

\$750

CHAMBER MEMBERS/ \$900 NON-MEMBERS

Covers All 9 Sessions + Meals and Materials

Application Deadline

Friday, July 12, 2024

You will be notified of acceptance in late July 2024.

Apply Online

PRESENTED BY

MOUNT HOREB AREA CHAMBER OF COMMERCE

Chamber

mounthorebchamber.com/leadership

LEARN MORE & APPLY

https://www.mounthorebchamber.com/communication/viewemail/17415

Page 13 of 111



## PROUD MEMBER BANNER

RESERVE YOUR SPOT

**MOUNT HOREB  
ART FAIR**  
JULY 27 |

JULY 27 | 9-5P  
JULY 28 | 10-4P

VENDOR WELCOME BAG  
SPONSOR  
\$500

- All Sponsorships for this event
- Opportunity to appear in Facebook Live with Chamber Staff ahead of event
- Complimentary Ad in Mount Horeb Mail & Buyers Guide Event Spread

- Business Logo on 200 Vendor Welcome Bags
- Business Logo & QR Code on Hospitality Items in Bag
- Business Logo on Event Website
- Mentioned on Social Media
- Opportunity to Provide Brochures/Coupons in Bags

MUSIC STAGE  
SPONSOR  
\$250

- Business Logo on Signage in the Silent Auction Room
- Business Logo on Silent Auction Website

- Business Logo on Signage at Music Stage
- Mentioned on Social Media
- Mentioned at Event





- Business Logo on Event Website
- Mentioned on Social Media

### SPONSOR EVENT

DEADLINE: JUNE 14

[CLICK HERE](#)



## MEMBER EVENTS

*member events*



### August 15

Norsk Golf Club

### 36 Teams

144 Attendees

## SPONSORSHIPS

#### ACE SPONSOR \$1,000

(Limited to 1)

- Business Logo on Game Balls, provided to all players
- 100 More Logo'd Balls for Your Use
- Business Logo on Tournament Shirt
- Foursome Golf Outing Package
- Logo on Signage at Event
- Logo on Event Website
- Mentioned on Social Media

#### BIRDIE SPONSOR \$425

- Foursome Golf Outing Package
- Logo on Signage at Event
- Logo on Travel Tumbler
- Logo on Event Website
- Mentioned on Social Media

#### EAGLE SPONSOR \$625

- Foursome Golf Outing Package
- Logo on Signage at Event
- Business Logo on Tournament Shirt
- Logo on Event Website
- Mentioned on Social Media

#### RAFFLE SPONSOR \$325

- Business Logo on Signage at Raffle Table
- Mentioned at Event
- Mentioned on Social Media

#### LUNCH SPONSOR \$225

- Business Logo on Signage on Tables
- Logo on Sign at Lunch Buffet Station
- Mentioned at Event
- Mentioned on Social Media

#### HOLE SPONSOR \$125

- Business Logo at Tee/Green

#### \$375

#### FOURSOME GOLF OUTING PACKAGE

- Includes Golf & Lunch
- Choose Morning Session (9:30am) or Afternoon Session (1:00pm)



#### REGISTER & SPONSOR

DEADLINE: JUNE 30TH

RESERVE A TEAM OR SPONSOR EVENT

## WORKFORCE DEVELOPMENT

*resources*

# WORKING

*wednesdays*



Looking to hire part-time, seasonal, or youth



apprentices?

Connect with Mount Horeb high school students!

Mount Horeb High School Cafeteria

Every Wednesday 11:30 AM - 1:00 PM

**SIGN UP**



To learn more, [download info sheet](#).

MAXIMIZE YOUR MEMBERSHIP

*tips to help you make the most of your chamber membership*

The **2024 Membership Guide**, **Trustee Guide**, and **Events Sponsorship Guides** are here! [Download](#) your copy today!



**Need Troll Maps?**

You can submit a request for **Troll Maps**, **Community Guide**, **Sugar River Valley Maps**, and **Visitors Guides** on our website!

Fill out the request, and in the **comment box**, let us know how many of each publication you would like.

If you'd like to **pick up** the items at the Mount Horeb Welcome Center, let us know that in the comment box. Otherwise, we will **mail them** to you or **drop them off**.

[Submit Request](#)

BUSINESS EDUCATIONAL OPPORTUNITIES

*business educational opportunities*





[WWBIC](#) provides targeted individuals who are interested in starting, strengthening or expanding businesses with access to critical resources such as responsible financial products and quality business and financial education.

**Small Business Resources**

- [COVID-19 Loan Program](#)
- [WWBIC On-Demand Classes](#)
- [Business Financing](#)
- [Other Resources](#)

Visit: [www.wwbic.com](http://www.wwbic.com)

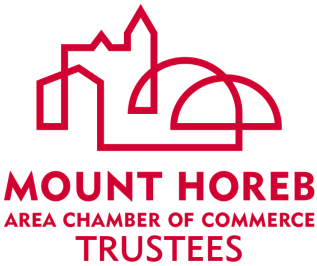


[The Wisconsin Small Business Development Center](#) (SBDC) offers consulting, education, referrals, sophisticated tools and resources, whether you're just getting started or looking for ways to improve your business. [Learn More](#)



[SCORE](#) has the largest network of free volunteer small business mentors in the nation. No matter what stage your business is at, SCORE has a mentor for you. Easily request a mentor to help you start, grow, or transition your business today! [Learn More](#)

Visit us on Social Media!



**Chamber Quick Links**

[Chamber Website](#)

[Tourism Website](#)

[Set up your Member Portal Login](#)

[View Sponsorship Opportunities](#)

[Reserve an E-Blast](#)

[Submit Printing Request](#)

[Reserve Chamber Conference Room](#)

[Rent Troll Costume](#)

[Business Directory \(https://www.mounthorebchamber.com/list/\)](https://www.mounthorebchamber.com/list/) / [Events Calendar \(https://www.mounthorebchamber.com/events/\)](https://www.mounthorebchamber.com/events/) / [Hot Deals \(https://www.mounthorebchamber.com/hotdeals/\)](https://www.mounthorebchamber.com/hotdeals/) / [Member To Member Deals \(https://www.mounthorebchamber.com/MemberToMember/\)](https://www.mounthorebchamber.com/MemberToMember/) / [Job Postings \(https://www.mounthorebchamber.com/jobs/\)](https://www.mounthorebchamber.com/jobs/) / [Contact Us \(https://www.mounthorebchamber.com/contact/\)](https://www.mounthorebchamber.com/contact/)

 [\(http://www.growthzone.com/\)](http://www.growthzone.com/)

**Mount Horeb Area Chamber of Commerce**

 300 E. Main Street, Mount Horeb, WI 53572 (<https://maps.google.com?q=300+E.+Main+Street+Mount+Horeb+WI+53572>)  608. 437.5914 (tel: (608) 437-5914)  [info@trollway.com](mailto:info@trollway.com) (<mailto:info@trollway.com>)

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## AGENDA ITEM REPORT

### MEETING DATE

June 12, 2024

### PREPARED BY

### AGENDA ITEM # 3.a

Recommendation: Residential Exterior Improvement Application: Tom Castello, 302 Forest Street

### BACKGROUND

### RECOMMENDATION

### ATTACHMENTS

1. Castello 302 Forest Street for Packet
2. Scoring Rubric Castello
3. Scoring Rubric



HERITAGE  
COMMUNITY  
OPPORTUNITY

## VILLAGE OF MOUNT HOREB

E. Main Street  
Mount Horeb, WI 53572  
Phone: (608) 437-6884 Fax: (608) 437-3190  
Email: mhinfo@mounthorebwi.info Web: mounthorebwi.info

# RESIDENTIAL EXTERIOR IMPROVEMENT PROGRAM GRANT APPLICATION

(Please complete and submit one application for the complete project)

### APPLICANT INFORMATION

Applicant Name Tom Castello

Property Address 302 Forest Street

Phone 608-513-2237 Email tjcastello311@gmail.com

### PROPERTY INFORMATION

Year Home Built 1900 Purchase Year of Home 2016

Assessed Value of Home \$ 286,000

### PROJECT INFORMATION

Proposed Start Date May/June 24 Proposed Completion Date June 24

Contractor Name Certa Pro Painters Contractor License # \_\_\_\_\_

Contractor Address 2742 Agriculture Dr Madison WI 53718  
Street City State Zip

Contractor Phone 608-515-4905 Contractor Email ndummera@certapro.com

Total Project Estimate \$ 9,049.59 Grant Request \$ 5000

Other funding sources that will be used: Personal funds

### Project Narrative (attach additional sheets if necessary).

Please include information related to the work that will be done, colors that will be used, why there is a need for the project, and other information that will be relevant to making a decision on the grant application.

Old paint is dirty + peeling. New paint will be two  
toned, light brown/beige with darker brown trim.

DOCUMENTS TO INCLUDE

- ☐ Two contractor proposals
- ☐ Site plan
- ☐ Copy of Contractor License
- ☐ Proof of Insurance
- ☐ Photos of what will be repaired

**Certification:** The information provided above is true and accurate to the best of my knowledge and I have read and understand the guidelines of the Village of Mount Horeb Residential Exterior Improvement Program and agree to abide by its conditions. I acknowledge that the Village Board has the right to terminate this agreement under the Residential Exterior Improvement Program if I, as the applicant, am found to be in violation of any conditions set forth in the guidelines of the program. I understand this is a matching grant up to \$5,000.

Applicant Signature \_\_\_\_\_

Date \_\_\_\_\_

| Office Use Only                                                                                                                                                                                                                                                                                                                           |                                                                                                                             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| <p>Date Application Received:</p> <p style="text-align: center;">5/09/2024</p>                                                                                                                                                                                                                                                            | <p>Does this applicant qualify for a building permit?</p> <p><input type="checkbox"/> Yes   <input type="checkbox"/> No</p> |
| <p>Community Development Authority Review Date: _____</p> <p><input type="checkbox"/> Recommended approval without conditions</p> <p><input type="checkbox"/> Recommended approval with conditions</p> <p><input type="checkbox"/> Recommended denial</p> <p>Recommended conditions or reason for denial (if applicable):</p><br><br><br> |                                                                                                                             |
| <p>Common Council Review Date: _____</p> <p><input type="checkbox"/> Approved without conditions</p> <p><input type="checkbox"/> Approved with conditions</p> <p><input type="checkbox"/> Denied (reasons below)</p> <p>Conditions or reason for denial (if applicable):</p><br><br><br>                                                  |                                                                                                                             |
| <p>Authorized Grant Amount: _____</p>                                                                                                                                                                                                                                                                                                     |                                                                                                                             |
| <p>Date Check Issued: _____</p>                                                                                                                                                                                                                                                                                                           |                                                                                                                             |



HERITAGE  
COMMUNITY  
OPPORTUNITY

## VILLAGE OF MOUNT HOREB

E. Main Street  
Mount Horeb, WI 53572  
Phone: (608) 437-6884 Fax: (608) 437-3190  
Email: [mhinfo@mounthorebwi.info](mailto:mhinfo@mounthorebwi.info) Web: [mounthorebwi.info](http://mounthorebwi.info)

# RESIDENTIAL EXTERIOR IMPROVEMENT PROGRAM *PROJECT CLOSE-OUT*

Grant Recipient \_\_\_\_\_

Property Address \_\_\_\_\_

☐ Attach photos of completed project.

By signing below, you verify that all work on this project had been completed to the best of your knowledge and, in your opinion, is acceptable to you and completed in accordance with the requirements of the Residential Exterior Improvement Program and consistent with the nature of this application.

\_\_\_\_\_  
Contractor Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Village Staff

\_\_\_\_\_  
Date

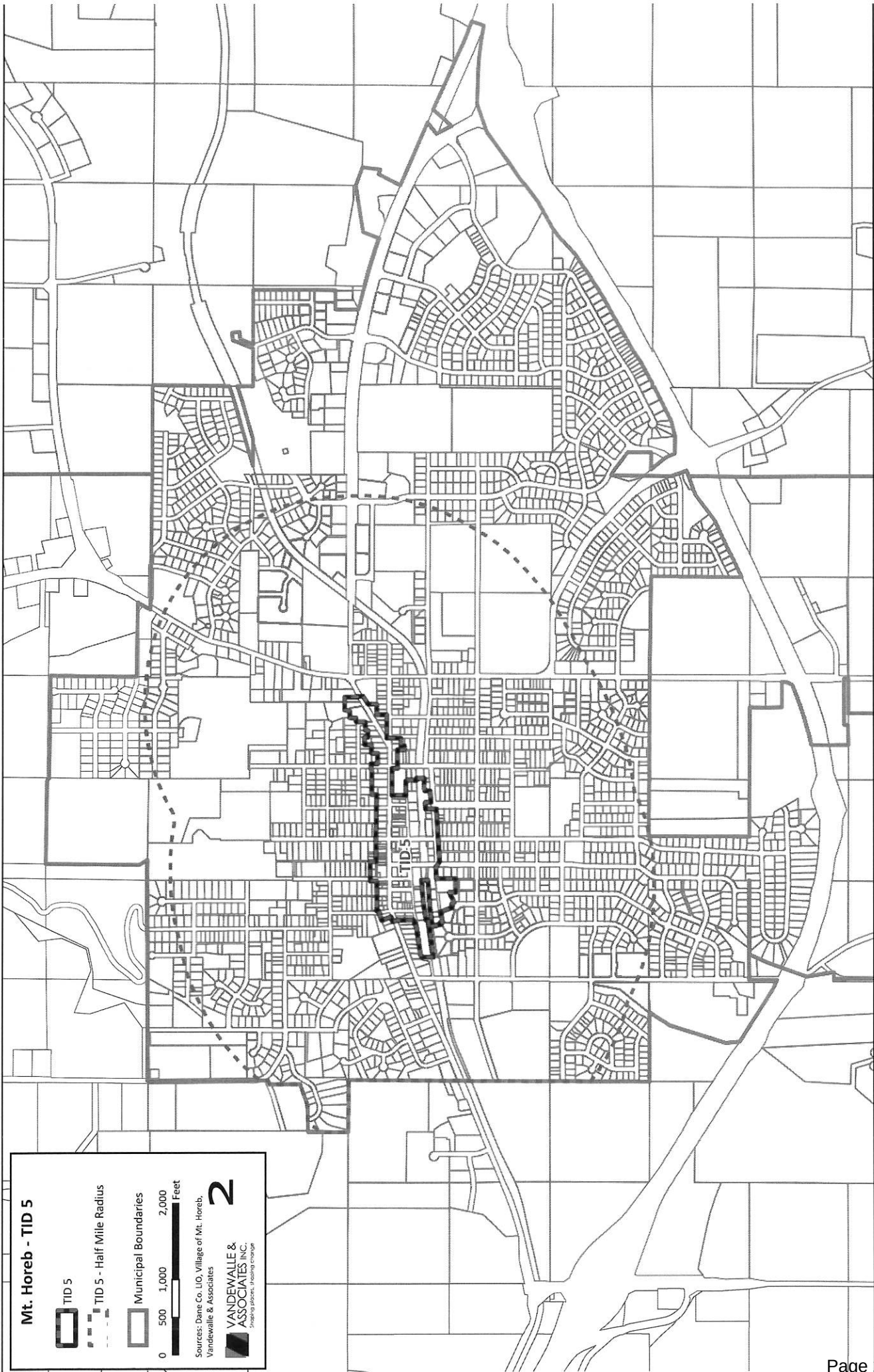
\_\_\_\_\_  
Village Treasurer Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Village Administrator Signature

\_\_\_\_\_  
Date





**Mt. Horeb - TID 5**

-  TID 5
-  TID 5 - Half Mile Radius
-  Municipal Boundaries
-  0 500 1,000 2,000 Feet

Sources: Dane Co. I/O, Village of Mt. Horeb,  
Vandewalle & Associates  
**VANDEWALLE &  
ASSOCIATES INC.**  
Shaping places, creating change

**2**

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## RESIDENTIAL EXTERIOR IMPROVEMENT PROGRAM

### PURPOSE

The Village Board has authorized the creation of the Residential Exterior Improvement Program, (program). The purpose of the program is to encourage the upkeep and appearance of owner-occupied residential homes, as well as mitigate the presence of blighted properties, within the residential districts of the community.

The program provides matching grants up to \$5,000 for projects that help maintain and enhance the overall attractiveness and vitality of residential districts that are consistent with community expectations and neighborhood preservation; as well as removing blighting influences, which can diminish property values in and around the subject residence. The program is intended to provide financial assistance in order to spur individual investment into one's own home. The grant funds are meant to serve an important secondary role to private financing for improvement projects.

The Village Board has developed the following set of goals regarding the program's purpose.

1. Maintenance and Improvement
  - a. Encourage public and private efforts to maintain and improve the community.
  - b. Promote the attractiveness of Mount Horeb as a preferred location to live.
  - c. Encourage maintenance and improvements of existing residences.
2. Preserve Neighborhood Stability and Property Values.
  - a. Maintain the Village's neighborhood cohesiveness.
  - b. Maintain the Village's residential appeal and preserve property values by mitigating and/or eliminating blighting influences.

### DEFINITIONS

**Designated Area:** The program applies to residential zoned properties within TID 5 or within a half-mile of the boundary of TID 5 that are located within the Village of Mount Horeb, as identified on the attached map.

**Exterior Features:** Areas of a home/property that are visible from the public right-of-way. Refer to "Eligibility" below for examples.

### ELIGIBILITY

Available funds will be used to provide grant monies for the purpose of maintaining and improving the exteriors of residential properties within neighborhoods located within applicable TID proximities. The eligibility criteria are as follows:

1. Property / Applicant Eligibility
  - a. The home must be over 25-years old.
  - b. The home owner must have owned and lived in the home for at least 5-years.

- c. The assessed value of the home cannot be over 125% of the average assessed home value in the Village of Mount Horeb, as established by the Village Assessor on an annual basis.
2. Eligible Projects
- a. Any improvements must be visible from the public right-of-way.
  - b. Repair/replacement of the building's original materials and decorative details.
  - c. Replace exterior material with modern material (i.e. vinyl siding).
  - d. Cleaning of exterior building surfaces.
  - e. Tuck pointing and masonry repair.
  - f. Painting of exterior building surfaces.
  - g. Repair of entrances, doors, windows, transoms, or other public exterior elements that have fallen into disrepair (broken, damaged, missing, etc.). If repair isn't possible or cost prohibitive, the Community Development Authority will consider, with final approval from the Village Board, replacement rather than repair of these items.
  - h. Roof repairs
  - i. Replacement of non-hard surface driveways (gravel, grass, etc.) with hard surface materials (asphalt, concrete, pavers, etc.) or repair of hard surface driveways.
  - j. Removal of tree stumps that are located in the front or side setbacks, or terrace.
  - k. Retaining wall repair or replacement.
  - l. Other construction activities to improve the exterior of a building as approved by the Village Board.

## PROGRAM REQUIREMENTS

1. Projects shall occur within the Designated Area as defined above.
2. Projects must commence and be diligently pursued to commencement within six (6) months of the grant approval date, with project completion within (1) year of approval. In rare cases, likely due to extenuating circumstances, the Village Board may allow completion extensions upon request of the applicant. The Village Board reserves the right to eliminate project funding if not completed within the specified time period and is not obligated to grant extensions.
3. Projects shall comply with all applicable Village zoning and development standards and requirements and must receive all applicable building permits and inspections throughout the construction process.
4. Projects shall be consistent with and further the stated goals and objectives of the program and TID project plans.
5. Applicants must include detailed drawings and specifications with application. A drawings/design plan must be submitted. The Village Board may require drawings to be submitted by an architect. The plans must include:
  - a. Detailed site plan using adequate scale to be easily and clearly understood. Ideally, said plan shall be drawn to a minimum scale of 1"= 100'.
  - b. Current condition photos to provide adequate "before and after" shots.
  - c. Construction / reconstruction time schedule, noting start and completion date.
6. **Applicants MUST submit at least two contractor proposals that MUST be used for construction/installation.** If the applicant has a difficult time obtaining two contractor proposals, they are encouraged to contact the Village Administrator to discuss possible solutions. The actual Village Board approved contractor proposal must be used for completion of the project. Any change in contractor does require additional approval by the Village as indicated below in number 9. The Village Board retains the right to request additional proposals.
7. **NO funding will be provided for purchased materials or labor provided personally by the applicant or any other party besides the contractor approved to complete the work.**
8. Applicants must take out the appropriate building permits. No license, registration, or permit in

the Village of Mount Horeb shall be issued or renewed until all delinquent Village taxes, assessments, and forfeitures from Village ordinance violations and all due bills of the Mount Horeb Utilities are paid in full.

9. Minor changes to the project will require submittal and approval by the Village Administrator. Significant project changes, as determined by Village Administrator, will require approval of the Village Board.
10. The Village Board reserves the right to cancel any grant agreement if conditions of the program guidelines and agreement are not met in any way, shape, or form.
11. Concurrent applications from the same applicant shall not be allowed. An applicant may re-apply for another project after any existing project by the same applicant is completed to the satisfaction of the Village Board.
12. Total grant funding for any single property may not exceed two (2) grants, regardless of dollar amount, within any four (4) year period.
13. The Community Development Authority will review each application and forward on a recommendation to the Village Board. The Village Board will have the ultimate authority to determine whether an application has met the criteria for approval, and may impose certain design conditions on approved projects.

## PROCESS

1. Applicant submits **ONE** complete grant application for the entire project, contractor proposals/quotes, and site plan to Village Administrator, 138 E Main Street. If the project consists of multiple aspects and or contractors; the estimates should be combined into one application form.
2. The application is sent to the Community Development Authority for initial review and to make a recommendation to the Village Board.
3. Village Board reviews the application materials and approves or denies the funding request. If approved, the Village Board may place conditions on the proposed project. If denied, applicant may submit a revised application and repeat process.
4. Applicant submits building permit with final design plans as required by Village code.
5. Building Inspector reviews and approves permit.
6. A "letter of agreement" is drafted by Village staff that identifies the terms of the agreement. All parties execute said letter.
7. Construction/Installation begins. Applicant has six (6) months from the execution date of the agreement to begin implementation of approved improvements. Any plan changes would require approval according to number 11 in the Program Requirements section.
8. Construction/Installation is completed within one (1) year of grant award.
9. Applicant contacts the Village Administrator to request a project review to see if all code requirements and Village Board imposed conditions have been met. The Village staff member reviewing the work will sign the Project Close Out Form.
10. Applicant provides the completed Project Close Out Form with signatures from the property owner, contractor, and Village Staff member who reviewed the work; itemized invoices for the project; and proof of payment of their portion of the project costs to the Village Administrator, along with the completed Project Close-Out form. While a construction lien waiver is not required, it is recommended that the applicant consider obtaining appropriate construction lien waiver(s) from the contractor(s) for the project.
11. Once the Village Administrator has reviewed the Project Close-Out form and provided documentation, the Village Administrator will provide the documentation to Village Treasurer to review before issuing payment to the contractor or reimbursement to the property owner for their payment to the contractor.

## **GRANT CYCLE AND DUE DATES**

The initial application deadline for grant requests will be the first Monday in April. The requests will then be reviewed in order of receipt by the Community Development Authority and the Village Board at their regularly scheduled meetings. Applications will continue to be accepted if funds are still available after the initial application deadline. All applications received by the first Monday of the following months after April will be reviewed by the Community Development Authority and Village Board at their regularly scheduled meetings in batches.

## **FUNDING AVAILABILITY**

The program is specifically a matching grant program based on the criteria below:

1. The Village Board has available a limited amount of funding. Applications will be reviewed in batches as they are received. Grants may be awarded only if the Village Board has adequate funds available for this program.
2. Program funds may be used to grant up to 50% of the total project costs, not to exceed \$5,000. Therefore, to receive this maximum amount a project would require at least \$10,000 in total project cost. Actual project costs may be greater than this maximum amount; however, such costs shall be the sole responsibility of the applicant.
3. The Village shall only provide up to a maximum of \$25,000 worth of grants on an annual basis.

## **PROGRAM EXPIRATION**

The residential exterior improvement program will expire if one of the following occurs:

1. When the allocated TID project plan funds have been spent, unless additional funding has been authorized by the Village Board up to a maximum of \$25,000 annually.
2. When the allowable TID expenditure period has expired.
3. When the Village Board chooses to eliminate or amend the program.





#### PREPARED FOR

Tom Castello  
302 Forest St  
Mount Horeb, WI 53572

608-513-2237

tjcastello311@gmail.com

#### PREPARED BY

608-515-4905  
ndummer@certapro.com

CertaPro Painters of Madison, WI  
608-221-4266  
<https://certapro.com/madison/>  
2742 Agriculture Drive  
Madison, WI 53718

Nick Dummer  
Residential Sales Associate

#### PRICE SUMMARY

|                           |                   |
|---------------------------|-------------------|
| House -                   | \$9,777.32        |
| Winter Discount 10%       | -\$977.73         |
| <b>Subtotal:</b>          | <b>\$8,799.59</b> |
| Environmental & Logistics | \$250.00          |
| <b>Total:</b>             | <b>\$9,049.59</b> |
| <b>Balance</b>            | <b>\$9,049.59</b> |

Monthly Payment Options powered by Acorn Finance

\*To get securely pre-qualified with no impact to your credit score, scan this code with your camera:



[pay monthly on Acorn learn how](#)

#### PROJECT SUMMARY

Included in the price above: House:

Proposal includes:

- Providing paint and primer (Sherwin Williams). 2 coats.
- Wood siding
- Vinyl siding on the garage (must be a vinyl safe color)
- Wood door and window frames
- Posts on front porch
- Wood soffits/fascia. Most soffits are aluminum and do not need to be painted.
- Caulk previously caulked gaps and cracks with Vulkem textured caulk or equivalent
- Scraping ALL loose peeling paint
- Take lead safety precautions when scraping and washing (scrape DO NOT SAND, collect virtually all the chips, and spot cleaning by handwashing/garden hose areas to remove chalking, dirt and mildew). DO NOT POWERWASH. Use HEPA filter vacuum when cleaning up.
- 10% off referral discount

#### PROJECT DETAILS

|                                                       | Paint / Primer   | Sheen | Color                            | Paint / Primer Coats |
|-------------------------------------------------------|------------------|-------|----------------------------------|----------------------|
| <b>House - \$9,777.32</b>                             |                  |       |                                  |                      |
| Siding - Wood Siding - Hard Roll                      | Duration-Acrylic | Flat  | TBD Siding                       | 2/ 0                 |
| Lead Charge Per Side                                  |                  |       |                                  |                      |
| Siding - Vinyl Siding - Brush & Roll or Airless Spray | Duration-Acrylic | Flat  | TBD Siding *MUST BE VINYL SAFE * | 2/ 0                 |
| Window Frame(s)                                       | Duration-Acrylic | Satin | TBD - Trim                       | 2/ 0                 |
| Soffit                                                | Duration-Acrylic | Flat  | TBD - Trim                       | 2/ 0                 |
| Fascia                                                | Duration-Acrylic | Flat  | Trim TBD                         | 2/ 0                 |
| Door Frame(s)                                         | Duration-Acrylic | Satin | TBD - Trim                       | 2/ 0                 |

**SET-UP****CUSTOMER TO:**

Clear items and shrubs away from home, Make sure the water spigot is turned on and accessible, Meet the crew for the "First Ten Minutes", Clear all items off deck or porch

**CERTAPRO WILL COVER & PROTECT**

Bushes, Deck, Flower beds/Vegetation, Light fixtures, Driveway, Porch Floor

**CERTAPRO WILL**

Remove and reinstall downspouts in order to paint trim/siding behind downspouts

*NOTE: it is not advised to remove metal storm windows to paint windows behind storms. Often they are caulked and damage can occur as a result of attempting to remove the metal storms.*

**PREPARATION**

- Caulk previously caulked gaps and cracks with Vulkem textured caulk or equivalent
- Scrape/wire brush all loose and peeling paint to ensure a firm base for the new paint.
- Spot prime areas of bare wood with Peel Bond or PrimeRx

**Standard Level of Preparation:**

Unless stated otherwise in pictures and/or text in this proposal, this project is priced to include our standard level of preparation. This includes the following:

- Washing or wiping down of surfaces being painted, where necessary.
- Scraping of peeling paint. (Please note: Scraping will not result in a smooth finish. There will be unevenness where paint was removed.)
- Spot priming of bare wood and metal in areas being painted. In areas being stained, spot priming is typically done with the stain itself.
- Puttying, caulking and wood filling as needed. We only caulk areas that were previously caulked or where the existing caulk is missing or failing. We only remove caulk that is not adhering or is considered failing.
- Masonry work can be done at a time and materials rate for \$95/man hour. (Please note: Masonry patching will not mimic the current texture of the masonry surface.)

This level of prep DOES NOT include the following (unless specified otherwise in this proposal):

- Wood replacement
- Fixing imperfections that require feather sanding and Bondo application.
- Full re-caulking of any surface, if the existing caulk is not failing or missing.
- Re-sculpting of trim and/or siding where damaged.
- Stripping the existing coating off of any surface.
- Sanding surfaces of homes built prior to 1978.
- Washing/cleaning of glass surfaces including, but not limited, to windows and doors.

**CLEAN-UP**

Daily: Ladders are taken down and stored in a designated area along with all other tools and supplies. All debris will be swept and removed from the property or deposited in the appropriate trash receptacle according to the customer's preference. Upon Completion, all tools, supplies & equipment will be removed from property.

**NOTES****OUR CERTAINTY SERVICES SYSTEM To ensure that the project meets your expectations, we will:**

- Meet with you at the beginning of the project to ensure all information is up to date and accurate.
- Communicate with you daily to inform you of what has been completed, what will be done tomorrow and any possible issues.
- And finally, have you do a final inspection with us to make sure that you are completely satisfied with the completed project.

*Do not delete this line*

## DON'T FORGET TO ASK YOUR SALES REPRESENTATIVE ABOUT THE FOLLOWING ITEMS:

- **Polyurea Floor Coatings:** Our 3 layer, 1/4" chip system is our most popular floor coating. This system is ideal for garages, basements, and commercial environments.
- **Paint Stripping:** We can strip paint off doors, decks, trim or almost any wood surface. This is ideal to restore wood to as close to its original profile and to remove the wrong coatings from certain surfaces.
- **Upgrading Your Paint System:** We offer paints that have advanced stain blocking technology and are also better suited for high traffic areas.
- **3rd Coat of Paint:** There are certain paint colors (especially bold deep colors) that require more than two (2) coats of paint to achieve proper coverage. At the time of the estimate, CertaPro Painters does not know what a customer's final color choice will be, therefore, should a customer select one of these hard to cover colors, CertaPro Painters reserves the right to amend the proposal to include the additional labor and materials needed to achieve proper coverage.

- **Picking Your Colors:** To pick your colors, please go to the nearest Sherwin Williams paint store. We will need the name, number and sheen of the color that you would like us to use. Color choices should be given to CertaPro no later than 5 days before your projects start date to avoid delays.
- **Rotting Wood:** If rotted wood is identified during the painting project, you will be notified right away. It is not always possible to identify rotting wood during the estimating process.
- **Carpentry Repairs:** Replacing deteriorated or failing wood should be treated with the utmost urgency. Any cupped, cracked, rotten or missing wood on the home should be replaced prior to painting. We can perform carpentry repairs at a time and material (T&M) rate of \$100 per man hour + material. Please note, all material is marked up to cover our collateral costs.

## ADDITIONAL NOTES

### Lead Safe Practices:

Although not all homes require LEAD SAFE practices to be followed, CertaPro Painters elects to educate all of its customers about the hazards of LEAD paint. Go to <http://www.epa.gov/lead/pubs/renovaterightbrochure.pdf> and read through the Renovate Right Brochure. Then please sign the Pre-Renovation Form and return to CertaPro Painters.

### Safety:

CertaPro Painters requires and practices safe working conditions for our customers and staff. CertaPro Painters practices the following safety procedures including but not limited to: Occupational Safety & Health Administration (OSHA), Environmental Protection Agency (EPA), & Department of Health Services (DHS). In the event you ever witness a CertaPro Painters crew member not following safe practices please immediately call 414-364-0454.

### Payment Methods:

We accept checks and credit cards. The credit cards we accept are Visa & MasterCard. There is a 3% convenience fee per credit card payment. If paying with a credit card, please complete the credit card authorization form and provide to your Job Site Supervisor. **If paying with a check, please make it out to "CertaPro Painters" and provide to the Job Site Supervisor assigned to your project.**

### Payment Terms:

- **\$0-\$4,999:** No deposit required -- balance due upon completion
- **\$5,000-\$49,999:** 1/3 down payment -- balance due upon completion
- **\$50,000+:** 1/3 down payment -- 1/3 due upon 50% completion -- balance due upon completion (Net payment terms available, subject to credit approval)

**LIEN NOTICE:** AS REQUIRED BY THE WISCONSIN CONSTRUCTION LIEN LAW, CLAIMANT (ALSO DESCRIBED HEREIN AS "SELLER") HEREBY NOTIFIES OWNER (ALSO DESCRIBED HEREIN AS "BUYER") THAT PERSONS OR COMPANIES PERFORMING, FURNISHING, OR PROCURING LABOR, SERVICES, MATERIALS, PLANS OR SPECIFICATIONS FOR THE CONSTRUCTION ON OWNER'S LAND MAY HAVE LIEN RIGHTS ON OWNER'S LAND AND BUILDINGS IF NOT PAID. THOSE ENTITLED TO LIEN RIGHTS, IN ADDITION TO THE UNDERSIGNED CLAIMANT, ARE THOSE WHO CONTRACT DIRECTLY WITH THE OWNER OR THOSE WHO GIVE THE OWNER NOTICE WITHIN 60 DAYS AFTER THEY FIRST PERFORM, FURNISH OR PROCURE LABOR, SERVICES, MATERIALS, PLANS OR SPECIFICATIONS FOR THE CONSTRUCTION. ACCORDINGLY, OWNER PROBABLY WILL RECEIVE NOTICES FROM THOSE WHO PERFORM, FURNISH, OR PROCURE LABOR, SERVICES, MATERIALS, PLANS, OR SPECIFICATIONS FOR THE CONSTRUCTION, AND SHOULD GIVE A COPY OF EACH NOTICE RECEIVED TO THE MORTGAGE LENDER, IF ANY. CLAIMANT AGREES TO COOPERATE WITH THE OWNER AND THE OWNER'S LENDER, IF ANY, TO SEE THAT ALL POTENTIAL LIEN CLAIMANTS ARE DULY PAID.

CertaPro Painters™ will, at times, use comments and pictures of customers' homes for marketing purposes such as, but not limited to, Facebook, LinkedIn, Instagram, other social media apps, websites, printed material and other marketing material. If you would like to opt out, please inform your estimator to note so in the contract.

## SIGNATURES

Authorized Franchise Representative Signature

Date

## PAYMENT DETAILS

Payment is due: In full upon job completion

## DECLARATION OF CONTRACT

(I/We) Have read the terms stated herein, they have been explained to (me/us) and (I/we) find them to be satisfactory, and hereby accept them.

Customer Signature

Date

## PROPERTY PHOTO AND VIDEO RELEASE

☐ By checking this box, I consent to CertaPro Painters®, its employees, franchisees, representatives, agents, and affiliates (collectively "CertaPro"), taking photographs and video of the property identified in this Proposal (the "Content"). I irrevocably authorize CertaPro to use, copyright, and publish the Content in any media format and agree to release CertaPro from any liability associated with its use of the Content. I represent and warrant that I have the legal capacity to agree to such release, either

on my own behalf or on behalf of the property's owner. I acknowledge CertaPro is not responsible for any unauthorized third-party uses of the Content and waive any rights that I, or the property's owner, may have in connection with the Content.

Customer Initials

Date

**LIEN NOTICE:** AS REQUIRED BY THE WISCONSIN CONSTRUCTION LIEN LAW, CLAIMANT (ALSO DESCRIBED HEREIN AS "SELLER") HEREBY NOTIFIES OWNER (ALSO DESCRIBED HEREIN AS "BUYER") THAT PERSONS OR COMPANIES PERFORMING, FURNISHING, OR PROCURING LABOR, SERVICES, MATERIALS, PLANS OR SPECIFICATIONS FOR THE CONSTRUCTION ON OWNER'S LAND MAY HAVE LIEN RIGHTS ON OWNER'S LAND AND BUILDINGS IF NOT PAID. THOSE ENTITLED TO LIEN RIGHTS, IN ADDITION TO THE UNDERSIGNED CLAIMANT, ARE THOSE WHO CONTRACT DIRECTLY WITH THE OWNER OR THOSE WHO GIVE THE OWNER NOTICE WITHIN 60 DAYS AFTER THEY FIRST PERFORM, FURNISH OR PROCURE LABOR, SERVICES, MATERIALS, PLANS OR SPECIFICATIONS FOR THE CONSTRUCTION. ACCORDINGLY, OWNER PROBABLY WILL RECEIVE NOTICES FROM THOSE WHO PERFORM, FURNISH, OR PROCURE LABOR, SERVICES, MATERIALS, PLANS, OR SPECIFICATIONS FOR THE CONSTRUCTION, AND SHOULD GIVE A COPY OF EACH NOTICE RECEIVED TO THE MORTGAGE LENDER, IF ANY. CLAIMANT AGREES TO COOPERATE WITH THE OWNER AND THE OWNER'S LENDER, IF ANY, TO SEE THAT ALL POTENTIAL LIEN CLAIMANTS ARE DULY PAID.

**SUB-CONTRACTORS** -- The contracting party (CertaPro Painters™) reserves the right to engage and utilize subcontractors for the fulfillment of obligations outlined within this agreement. The engagement of subcontractors shall be subject to the contracting party's sole discretion and shall not absolve the contracting party from its primary responsibilities under this agreement. The contracting party shall remain fully accountable for the actions, performance, and deliverables of any subcontractor employed. The contracting party shall ensure that subcontractors adhere to the terms, conditions, and quality standards set forth in this agreement.

**LIFT EQUIPMENT** -- CertaPro Painters may utilize lift equipment during the project and shall not be held responsible for minor damages to the landscape resulting from its use. Minor damages may include, but are not limited to, superficial marks, temporary imprints or minimal disruptions. CertaPro Painters shall, however, take reasonable precautions to minimize such damages to the extent possible.

**MARKETING DISCLOSURE** -- CertaPro Painters™ will, at times, use comments and pictures of customers' homes for marketing purposes such as, but not limited to, Facebook, LinkedIn, Instagram, other social media apps, websites, printed material and other marketing material. If you would like to opt out, please inform your estimator to note so in the contract.

Due to the current economic volatility and higher than usual inflation, all pricing is valid for a period of sixty (60) days. We reserve the right to adjust pricing accordingly based on current market costs after the term of sixty (60) days, if necessary.

Due to current shortages in paint supplies affecting most national paint vendors, the quoted product(s) on this contract may be unavailable at time of project production. We reserve the right to substitute any non-available product to a product of similar quality in the most available brand.

#### RESIDENTIAL DEFINITIONS AND CONDITIONS OF THIS CONTRACT

**RELATIONSHIP** — The individual giving you this proposal is an independent contractor licensed by CertaPro Painters® to use its systems and trademarks to operate a painting franchise. The work will be completed by the independent franchised contractor. Please make any check payable to the franchise shown on the front of this proposal.

**COLORS** — Colors may be chosen by the client prior to commencement of work. If, after the job starts, a color change is required, the independent Contractor will have to charge for time and material expenses incurred on the original color.

**UNFORESEEN CONDITIONS** — Should conditions arise which could not be determined by visual inspection prior to starting work, the client must pay an agreed upon extra for the completion of such work.

**PROPOSAL** — This proposal is valid for 60 days after it was written. In addition, the Independent Franchised Contractor should be informed of your desire to have the work done and receive a signed copy of the proposal before work is to be started.

#### ATTENTION CLIENT:

YOU, THE BUYER, MAY CANCEL THIS TRANSACTION AT ANY TIME PRIOR TO MIDNIGHT OF THE THIRD BUSINESS DAY AFTER THE DATE OF THIS TRANSACTION. SEE THE BELOW NOTICE OF CANCELLATION FOR AN EXPLANATION OF THIS RIGHT. (SATURDAY IS A LEGAL BUSINESS DAY IN CONNECTICUT.) THIS SALE IS SUBJECT TO THE PROVISIONS OF THE HOME SOLICITATION SALES ACT AND THE HOME IMPROVEMENT ACT. THIS INSTRUMENT IS NOT NEGOTIABLE.

#### NOTICE OF CANCELLATION

YOU MAY CANCEL THIS TRANSACTION, WITHOUT ANY PENALTY OR OBLIGATION, WITHIN THREE BUSINESS DAYS FROM THE ABOVE DATE. IF YOU CANCEL, ANY PROPERTY TRADED IN, ANY PAYMENTS MADE BY YOU UNDER THE CONTRACT OR SALE, AND ANY NEGOTIABLE INSTRUMENT EXECUTED BY YOU WILL BE RETURNED WITHIN TEN BUSINESS DAYS FOLLOWING RECEIPT BY THE SELLER OF YOUR CANCELLATION NOTICE, AND ANY SECURITY INTEREST ARISING OUT OF THE TRANSACTION WILL BE CANCELLED. IF YOU CANCEL, YOU MUST MAKE AVAILABLE TO THE SELLER AT YOUR RESIDENCE IN SUBSTANTIALLY AS GOOD CONDITION AS WHEN RECEIVED, ANY GOODS DELIVERED TO YOU UNDER THIS CONTRACT OR SALE; OR YOU MAY, IF YOU WISH, COMPLY WITH THE INSTRUCTIONS OF THE SELLER REGARDING THE RETURN SHIPMENT OF THE GOODS AT THE SELLER'S EXPENSE AND RISK. IF YOU DO MAKE THE GOODS AVAILABLE TO THE SELLER AND THE SELLER DOES NOT PICK THEM UP WITHIN TWENTY DAYS OF THE DATE OF CANCELLATION, YOU MAY RETAIN OR DISPOSE OF THE GOODS WITHOUT ANY FURTHER OBLIGATION. IF YOU FAIL TO MAKE THE GOODS AVAILABLE TO THE SELLER, OR IF YOU AGREED TO RETURN THE GOODS AND FAIL TO DO SO, THEN YOU REMAIN LIABLE FOR PERFORMANCE OF ALL OBLIGATIONS UNDER THE CONTRACT. TO CANCEL THIS TRANSACTION, MAIL OR DELIVER A SIGNED AND DATED COPY OF THIS CANCELLATION NOTICE OR ANY OTHER WRITTEN NOTICE, OR SEND A TELEGRAM TO:

Name of Seller: CertaPro Painters of Madison, WI

DATE OF TRANSACTION \_\_\_\_\_

NOT LATER THAN MIDNIGHT OF \_\_\_\_\_

(Buyer's Signature)

(Date)

## LIMITED TWO YEAR WARRANTY

Subject to the limitation set forth below, for a period of 24 months from the date of completion of the work described on the front of this contract, the Independent Franchise Owner named on the front of this contract (the "Contractor") will repair peeling, blistering or chipping paint resulting from defective workmanship.

THIS LIMITED WARRANTY DOES NOT COVER:

- Any work where the Contractor did not supply the paint or other materials.
- Any work which was not performed by the Contractor.
- Varnished surfaces.
- Surfaces made of, or containing, galvanized metal.
- The cost of paint required to perform the repairs.
- Repairs to horizontal surfaces or any surface that, by virtue of its design permits moisture to collect. Surfaces include, but are not limited to, decks, railings, stairs, porches, roofs and wood gutters.
- Exact paint match as environmental conditions will affect the color and finish of all paints over time.
- Any repairs which are necessitated as a result of a defect in the paint regardless of whether the paint was supplied by the Contractor or the customer.
- Bleeding caused by knots, rust or cedar.
- Cracks in drywall, plaster or wood.
- Peeling, blistering or chipping where they are caused by:
  - mill-glazing from smooth cedar
  - ordinary wear and tear.
  - abnormal use or misuse.
  - peeling of layers of paint existing prior to the work performed by the Contractor.
  - structural defects.
  - settling or movement.
  - moisture content of the substrate.
  - abrasion, mechanical damage, abrasive cleaning, abuse or damage resulting from use of chemicals or cleaning agents or exposure to harmful solids, liquids or gases.
  - damage or defects caused in whole or in part by reason of fire, explosion, flood, acts of God, extreme weather conditions, misuse, alteration, abuse, vandalism, negligence, or any other similar causes beyond the control of the Contractor.

Repairs under this limited warranty will be performed only on the specific areas where peeling, blistering or chipping has occurred and only to the level of surface preparation described in the preparation section of the Contract.

FOR THIS WARRANTY TO BE VALID, YOU MUST:

- Pay the full contract price.
- Retain a copy of the original contract.
- Retain a copy of your cancelled check or other evidence of payment in full.
- Pay for all materials used to perform the repairs.
- Make the property accessible to the Contractor, or his employees, to perform the repairs.

THIS LIMITED WARRANTY IS THE ONLY EXPRESS WARRANTY MADE BY THE CONTRACTOR AND IS IN LIEU OF ALL OTHER WARRANTIES, EXPRESS OR IMPLIED. THIS WARRANTY COVERS ONLY THOSE SERVICES PROVIDED BY THE CONTRACTOR TO THE ORIGINAL PURCHASER NAMED ON THE FRONT OF THIS CONTRACT. IN NO EVENT SHALL THE CONTRACTOR BE LIABLE FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES IN EXCESS OF THE ORIGINAL CONTRACT PRICE. THIS WARRANTY MAY NOT BE ALTERED OR EXTENDED FOR ANY PURPOSE UNLESS DONE SO IN WRITING IN A DOCUMENT EXECUTED BY ALL PARTIES TO THIS CONTRACT.

This warranty gives you specific legal rights. Some jurisdictions do not allow limitations on how long an implied warranty lasts, so the above limitation may not apply to you. Some jurisdictions do not allow the exclusion or limitation of incidental or consequential damages, so the above limitations or exclusions may not apply to you.

For warranty service, you should contact your Contractor to schedule an inspection of your property by calling CertaPro Painters® at 800.462.3782.



**Customer Info:**

Job #: N/A  
 Castello, Tom  
 302 Forest Street,  
 Mount Horeb, WI, 53572  
 (608) 513-2237-mobile

**Genesis Painting**

4401 Femrite Dr. Unit C Madison WI 53716

Phone: 608-221-4225

Fax: 608-221-3525

**Company Representative:**

Jeff Lennberg

(608) 310-7686

jeff@genesispainting.com

## Painting-Exterior Residential

| Description |
|-------------|
|-------------|

Painting-Exterior Residential total: \$0.00

## BID ACCEPTANCE TIME FRAME

| Description |
|-------------|
|-------------|

- Genesis Painting proposals are good for 30 days without being subject to rate changes. If the time frame of signing for the project goes beyond 30 days, scheduling will be out longer and additional cost may apply if rates have increased. This will also assure a spot in the current season painting schedule. Slots do fill up quickly for the summer months due to the higher demand for exterior painting. Once a project is accepted and signed for, the client can hold the project for up to 12 months, if desired on their end

BID ACCEPTANCE TIME FRAME total: \$0.00

## LEAD PRECAUTION

| Description |
|-------------|
|-------------|

- **\*\*CAUTION\*\***-This home was built BEFORE 1978. Due to the age of the home there is a possibility of lead based paint present in at least one of the previously applied layers of paint. Starting April 22, 2010, Local, State & Federal laws required all painting companies to follow new stricter regulations. Regulations require any structure build before 1978 to be treated as if lead is present. Therefore, any painting company working on this structure must follow all City, State & Federal laws when working with surfaces containing the threat of lead base paint. If the property owner had a licensed risk assessment completed on the property and it is proven no lead exists, then the following does not have to be followed. This documentation must be shown to the project manager before work begins in order to avoid following the lead regulations.

- **-PROCESS**

- Assure customer has signed for receipt of EPA lead pamphlet
- Complete an initial lead chip clean up of the areas around the entire home and vac/bag chips present
- Attach plastic to all structure surfaces, run out from substrate to appropriate length to avoid lead chips from going beyond plastic, tape seams and assure plastic is anchored
- Cover play systems near working areas
- Complete a DAILY clean up of areas, assuring chips are not left around areas
- Post signs at curb
- On property lines that are within 10' of job, build the 10' plastic wall in height to assure lead chips are contained to project area
- Materials: 4 Mil Plastic

LEAD PRECAUTION total: \$205.00

## HAND WASHING THE HOME FROM TOP TO BOTTOM

| Description                                                                                                                                                                                                                                                                                                                                                                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>- Spray surfaces to be painted with mildewcide to kill any mildew growth</li> <li>- Scrub surfaces to be painted where necessary in order to break up heavy build of mildew and dirt</li> <li>- Rinse surfaces to be painted thoroughly with low pressure to remove dead mildew and dirt</li> <li>- Materials: Mildewcide</li> </ul> |

HAND WASHING THE HOME FROM TOP TO BOTTOM total: \$658.00

## PREPARATION & PAINTING OF THE WOOD & ALUMINUM FASCIA & SOFFITS ON THE HOME (includes the front porch ceiling, also)

| Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>- Scrape loose &amp; peeling paint with carbide scrapers for proper preparation job</li> <li>- Coat One: Prime ENTIRE wood fascia &amp; soffit surfaces with Bonding Primer (Tint towards chosen top coat color to assure coverage)</li> <li>- Coat TWO: After application of the first coat on the wood with full primer (full coat of tinted bond prime), top coat surfaces with one even coat of 100% Acrylic Lo Sheen Enamel</li> <li>- On the aluminum fascia &amp; soffit sections, apply TWO coats of lo sheen finish (same as what is going on as a top coat on the wood fascia &amp; soffits)</li> <li>- Materials: Sherwin Williams Extreme Bond, Bonding Primer</li> <li>- Materials: Sherwin Williams Exterior Super Paint Lo Sheen</li> </ul> |

PREPARATION & PAINTING OF THE WOOD & ALUMINUM FASCIA & SOFFITS ON THE HOME (includes the front porch ceiling, also) total: \$3,243.00

## PREPARATION & PAINTING OF ALL WOOD WINDOW TRIM & WOOD DOOR TRIM WITH JAMBS ON THE EXTERIOR OF THE HOME (Includes the exterior of any wood storms on the basement windows)

| Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>- Scrape loose &amp; peeling paint with carbide scrapers for proper preparation job</li> <li>- Coat One: Apply an initial coat of Sherwin Williams Rejuvenate High Build Acrylic Restoration Coating to the surfaces</li> <li>- Coat TWO: Apply a final top coat of Sherwin Williams Rejuvenate High Build Acrylic Restoration Coating to the surfaces</li> <li>- Materials: Sherwin Williams Rejuvenate High Build Acrylic Restoration Coating</li> </ul> |

PREPARATION & PAINTING OF ALL WOOD WINDOW TRIM & WOOD DOOR TRIM WITH JAMBS ON THE EXTERIOR OF THE HOME (Includes the exterior of any wood storms on the basement windows) total: \$2,088.00

## PREPARATION & PAINTING OF THE WOOD SIDING ON THE HOME, ALONG WITH THE WATER TABLE THAT RUNS ALONG THE BASE OF THE HOME (all wood associated with the siding is included)

| Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>- Scrape loose &amp; peeling paint with carbide scrapers for proper preparation job</li> <li>- Coat One: Apply an initial coat of Sherwin Williams Rejuvenate High Build Acrylic Restoration Coating to the surfaces</li> <li>- Coat TWO: Apply a final top coat of Sherwin Williams Rejuvenate High Build Acrylic Restoration Coating to the surfaces</li> <li>- Materials: Sherwin Williams Rejuvenate High Build Acrylic Restoration Coating</li> </ul> |

PREPARATION & PAINTING OF THE WOOD SIDING ON THE HOME, ALONG WITH THE WATER TABLE THAT RUNS ALONG THE BASE OF THE HOME (all wood associated with the siding is included) total: \$6,876.00

## PAINTING OF THE VINYL SIDING SECTIONS FOUND ON THE EXTERIOR OF THE GARAGE

| Description                                                                                                         |
|---------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>- Mask off areas not being painted to prevent from paint transfer</li> </ul> |

- Apply TWO coats of Sherwin Williams Rejuvenate to the vinyl siding on the garage to assure the same sheen and color is consistent (Rejuvenate is good to use on vinyl and metal, in addition to the flexibility it gives the
- Pull masking, sharpen lines & clean up site properly
- Materials: Sherwin Williams Exterior Super Paint Lo Sheen

**PAINTING OF THE VINYL SIDING SECTIONS FOUND ON THE EXTERIOR OF THE GARAGE total: \$356.00**

**PREPARATION & PAINTING OF THE 6 EXPOSED DOUBLE HUNG WINDOWS ON THE ROOF LINE DORMERS ON THE HOME**

| Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>- Scrape loose &amp; peeling paint with carbide scrapers for proper preparation job</li><li>- Fill in glazing as needed if old glazing comes out during the scraping process</li><li>- Coat One: Apply an initial coat of Sherwin Williams Rejuvenate High Build Acrylic Restoration Coating to the surfaces</li><li>- Coat TWO: Apply a final top coat of Sherwin Williams Rejuvenate High Build Acrylic Restoration Coating to the surfaces</li><li>- Materials: Sherwin Williams Rejuvenate High Build Acrylic Restoration Coating</li></ul> |

**PREPARATION & PAINTING OF THE 6 EXPOSED DOUBLE HUNG WINDOWS ON THE ROOF LINE DORMERS ON THE HOME total: \$780.00**

**PREPARATION & PAINTING OF PREVIOUSLY PAINTED COLUMNS WITH PORCH SOFFIT ALONG THE TOP OF THE COLUMNS, ALONG WITH THE PREVIOUSLY PAINTED BACK PORCH COLUMNS AN KNEE WALL (porch ceilings is included in the fascia & soffit painting listed above)**

| Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>- Scrape loose &amp; peeling paint with carbide scrapers for proper preparation job</li><li>- Fill in glazing as needed if old glazing comes out during the scraping process</li><li>- Coat One: Apply an initial coat of Sherwin Williams Rejuvenate High Build Acrylic Restoration Coating to the surfaces</li><li>- Coat TWO: Apply a final top coat of Sherwin Williams Rejuvenate High Build Acrylic Restoration Coating to the surfaces</li><li>- Materials: Sherwin Williams Rejuvenate High Build Acrylic Restoration Coating</li></ul> |

**PREPARATION & PAINTING OF PREVIOUSLY PAINTED COLUMNS WITH PORCH SOFFIT ALONG THE TOP OF THE COLUMNS, ALONG WITH THE PREVIOUSLY PAINTED BACK PORCH COLUMNS AN KNEE WALL (porch ceilings is included in the fascia & soffit painting listed above) total: \$1,284.00**

**RECOMMENDED CAULKING**

| Description                                                                                                                                                                                                                                                                                                                                                          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>- Check all previous caulk lines &amp; caulk gaps where shrinkage has occurred</li><li>- Check for gaps that have not been caulked &amp; caulk as needed making sure not to over seal the surfaces allowing proper air flow behind the surfaces</li><li>- Materials: Sherwin Williams 1050 QD 55 Year Warranty Caulk</li></ul> |

**RECOMMENDED CAULKING total: \$1,488.00**

**OPTIONAL WORK DISCUSSED WITH CLIENT DURING THE WALK THRU, BUT IS NOT INCLUDED IN COST**

| Description                                                                                                                                                                                                                                                                                                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>- The work outlined below is optional and IS NOT included in the bottom line price. If the customer would like the work completed, the listed price will be added to the bottom line price and the work will be completed. The pricing listed is only good if the work is completed at the same time as the work outlined in the original proposal above.</p> |

**OPTIONAL WORK DISCUSSED WITH CLIENT DURING THE WALK THRU, BUT IS NOT INCLUDED IN COST total: \$0.00**

**OPION TO PAINT ACCENTS ON THE HOUSE EXTERIOR**

| Description |
|-------------|
|             |

- The estimator and client discussed potentially applying accents to the home, primarily on the front porch. If the client would like to add accents in places recommended by the color consultant, the accents can be applied at the Time Plus Material Rate of \$78.00 Per Hour. For a reference, adding two tone accents to the front porch, along with accenting the crown molding pieces on the porch, the additional cost to the project would roughly be \$1,360.00 at T&M, \$78.00, labor a materials are included. Adding accents to the home after it's been painted is not required, but mentioned to client during the bid appointment, just in case. If you have questions on the potential of adding third color accents to painting project, do not hesitate to reach out to Jeff Lennberg at 608-310-7686 or jeff@genesispainting.com

**OPION TO PAINT ACCENTS ON THE HOUSE EXTERIOR total: \$0.00**

IMPORTANT

| Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>- IMPORTANT: Any work requested that is not outlined in this proposal/contract is NOT included in the bottom line price. Additional requested work such as, but not limited to, additional wall prep, additional coats of paint or additional areas to be painted will be done only upon the customer's request. The on site project supervisor will provide the customer with an approximate estimate for completing the additional work during the project and have the client initial for the additional requested area/areas/items.</p> <p>- COMPLIMENTARY COLOR CONSULTATION: All Genesis projects over \$1,800.00 come with a complimentary color consultation with a professional designer. The addition of multiple colors per room, accent walls or any more then one color per room may result in additional charges. These charges will be discussed at the time of the free color consultation. If you have any other questions regarding this, please contact your sales consultant. Color consultation is not the same as design work. If the client would like help with other design items unrelated to choosing paint colors, Genesis Design can assist the client at the rate the Design Office charges for design work outside of picking colors for the painting project.</p> <p>- -COLORS: For exterior projects, three colors are included unless noted otherwise. These colors are one color for the siding, one color for the soffit / fascia / trim, and one color for the doors. Changing of existing colors to new colors will likely take two coats which will be an extra charge unless noted.</p> <p>- -INTERIOR COLORS: Interior projects include one color per room on walls. Additional colors or accent walls will add extra cost unless otherwise noted. Color changes will likely take two coats and will result in extra charges unless noted.</p> <p>- FINANCE OPTIONS: Genesis Painting Offers No Interest / No Payments for Six Months. This Offer Must Be Selected up to two weeks prior to the job starting. This offer is not valid for jobs already contracted or are within 10 working days of starting the project. Accepting the offer after the project has started or after completion will not be honored. This offer is subject to approval From a third party bank, Enerbank.</p> <p>- WARRANTY: Genesis Painting provides a 3 YEAR FULL LABOR &amp; FULL MATERIALS warranty on all workmanship and materials pertaining to the paint that Genesis applies. This is not applicable to crack repair, previous coatings unstable coatings, pre existing bubbling issues, decks, railings or floor surfaces. These items have a warranty of sixty days from completion of the project.</p> <p>- PAYMENT TERMS: Full payment for the project is due at job completion. All major credit cards are accepted on payments up to \$6,000.00. If the client is applying of the 0 Payments and 0% for 6 months, an electronic voucher will be sent to sign at the project completion.</p> |

**IMPORTANT total: \$0.00**

Total for all sections: \$16,978.00

Total: 

\$16,978.00

CANCELLATION: After the 4th day from the date of acceptance, any cancellation of this contract will result in the full price of any non-refundable products and reasonable administrative and service costs incurred. A minimum charge of 10% or \$250 whichever is greater plus any materials will be imposed.

PAYMENT TERMS

Upon Substantial Completion, the full contract price will be due in full. Payment will be collected by the job supervisor. If the homeowner is not available to meet with the job supervisor upon substantial completion, payment can be made by calling the painting supervisor

or accounts receivable at 608-310-7690. Substantial completion is the stage in the progress of the work when the work or designated portion thereof is sufficiently complete in accordance with the contract so that the owner can occupy or use the work or a portion thereof for its intended use. Minor defects or touch up work would fall under service or warranty work and do not constitute a reason to withhold final payment. A late fee totaling 2% of the outstanding balance and a monthly interest rate of 1.5% will be levied if the payment is not received within 5 days of the substantial completion date. **Unless prohibited by the Wisconsin Consumer Act:** In the event of non-payment by the client, or any litigation arising from breach of this agreement by the client, and if Genesis is the prevailing party in such litigation, the client agrees to pay all reasonable costs incurred by Genesis, including staff time, lien enforcement, court costs, attorney fees, and all other related expenses.

#### ADDITIONS AND REVISIONS

Additions involving extra costs may require prior written approval, and will become an extra charge over and above the original Contract.

#### SCHEDULING

Jobs are scheduled upon receipt of the signed Contract. You will be notified of an approximate time frame to begin your job. Occasionally, our schedule gets adjusted due to unforeseen circumstances. In any event, the homeowner will be notified of the change.

#### COLOR CHOICES

Color choices are made by owners. In the case a homeowner uses our color consultant; the ultimate decision still rests with the homeowner.

#### PAINT COVERAGE

Due to color selection and absorbency, it is difficult to determine the number of coats needed. If additional coats are needed, we will get your

approval prior to proceeding. Any additional coats needed beyond the original coats outlined in the proposal will be completed at time and

materials upon the homeowner's approval.

#### PEELING PAINT

We will scrape and prime loose or peeling paint to insure a long-lasting durable surface. When paint peels, it leaves a small uneven edge that will

not appear completely smoothed. If a smoother finish is preferred, you want to contract a company that chemically strips.

#### STAINING



Uniformity in stained surfaces cannot be guaranteed, due to thinness, surface, color and stain type.

#### POWER WASHING

Windows need to be closed tightly and water needs to be available at an outside faucet. Windows may occasionally streak depending on their

surface. Genesis will not be responsible for internal water damage due to any open gaps on the exterior surface washed.

#### PAINT CHIPS/CLEAN UP

We will use drop cloths, plastic, brooms and vacuums for both interior and exterior work. Due to wind, steep inclines, etc., there may be no

functional or pragmatic way to catch all paint chips as they fall. However, the chips will dissipate in time with no damage to you lawn. Empty

paint cans, paint chips, and other miscellaneous used materials will be left with the customer for their normal trash pickup.

#### WARRANTY

Genesis will warranty and furnish 100% of the labor and materials for three years for surfaces where the product has failed due to improper

workmanship or defective material including but not limited to peeling, blistering, or chipping. Previously applied coats of paint may have

moisture or adhesion problems that are beyond our control and are not fully warrantied, however in the event you have one of these rare

problems, we will still warranty those areas at a discounted rate of \$47.00 per hour for labor, and provide the paint at 50% off the retail store

cost. If the problem area is covered under this warranty, we will normally only redo the exact area of paint failure, caulk, etc. For example, if

a small area of siding peeled, we would redo that area and try to blend in with the existing siding, not repainting the entire siding or wall. The

newly worked area may look slightly different due to fading, weathering or a slight change in the color of the products. Repairs to horizontal

surfaces or any surface that, by virtue of the design, permits moisture to collect, are only covered for sixty (60) days. These surfaces include,

but are not limited to exterior decks, railings, steps, porches and roofs.

#### NOTICE OF LIEN RIGHTS

Required by the Wisconsin Construction Lien Law, builder hereby notifies owner that persons or companies furnishing labor or materials for

the construction on owner's land may have lien rights on owner's land and buildings if not paid. Those entitled to lien rights, in addition to

the undersigned builder, are those who contract directly with the owner, or those who give the owner notice within sixty (60) days after they

first furnish labor or materials for the construction. Accordingly, owner probably will receive notices from those who furnish labor or

materials for the construction, and should give a copy of each notice to his mortgage lender. If any, Builder agrees to cooperate with the

owner and his lender, if any, to see that all potential lien claimants are duly paid.

\_\_\_\_\_

Customer Acceptance Signature or by allowing us to work you agree to terms Date Signed

\_\_\_\_\_  
Company Authorized Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Customer Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Customer Signature

\_\_\_\_\_  
Date

This estimate was last edited by Jeff Lennberg ((608) 310-7686, jeff@genesispainting.com) on May 02, 2024. The estimate may be withdrawn if not accepted within            days.







| <b>Residential Improvement Program Scoring - Castello 302 Forest Street</b> |                    |                   |                         |
|-----------------------------------------------------------------------------|--------------------|-------------------|-------------------------|
| <b>Level of Performance</b>                                                 | <b>Strong</b>      | <b>Fair</b>       | <b>Weak/Poor</b>        |
| <b>Score</b>                                                                | <b>10-7 Points</b> | <b>6-4 Points</b> | <b>3 Point or Below</b> |
| Property Condition                                                          |                    | 6                 |                         |
| Age of home                                                                 | 10                 |                   |                         |
| Percentage of Average Assessed Value                                        | 7                  |                   |                         |
| Percentage of Improvements of Assessed Value                                |                    |                   | 3                       |
| Repair of historical elements                                               |                    |                   | 3                       |
| Quality of materials                                                        |                    | 5                 |                         |
| Thoroughness of application                                                 | 7                  |                   |                         |
| Sustainability, energy efficiency                                           |                    |                   | 3                       |
| Financial Hardship                                                          |                    | 5                 |                         |
| <b>Application Score</b>                                                    |                    |                   |                         |
| <b>Score</b>                                                                |                    |                   | 49                      |
| Total Overall Points for Grant Application: 100 Points                      |                    |                   |                         |



United Way 2020-2022 Community Impact Grant Scoring Rubric

| <b>Section 1- Program Information, Target Population, United Way Criteria &amp; Population</b>                                                                                  |                                                                                                                 |                                                                                                                               |                                                                                                                |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| <b>Level of Performance</b>                                                                                                                                                     | <b>Strong</b>                                                                                                   | <b>Fair</b>                                                                                                                   | <b>Weak/Poor</b>                                                                                               |
| <b>Score</b>                                                                                                                                                                    | <b>10-7 Points</b>                                                                                              | <b>6-4 Points</b>                                                                                                             | <b>3 Point or Below</b>                                                                                        |
| <i>Program Description: Is the program goal or purpose clearly identified?</i>                                                                                                  | Program description clearly identifies program goals or purpose.                                                | Program description adequately describes the program goals or purpose.                                                        | Program description marginally identifies program goals or purpose.                                            |
| <i>United Way Criteria: Does the program clearly align with United Way program criteria?</i>                                                                                    | Program clearly aligns with selected United Way program criteria.                                               | Program somewhat aligns with selected United Way program criteria.                                                            | Program does not appear to align with selected United Way program criteria.                                    |
| <i>Target Population: Is the target population clearly identified?</i>                                                                                                          | Target population is clearly identified, and agency has demonstrated experiencing serving this population.      | Target population is somewhat identified, and agency has demonstrated experience serving this population.                     | Target population is marginally identified, and agency has little previous experience serving this population. |
| <i>Innovation and Duplication of Services: Is there clear description on program providing non-duplicated services?</i>                                                         | Description shows unique/innovative approach to addressing need and is not duplicating other services.          | Description shows some innovation in approach and may have duplication but provides complementary services to other agencies. | Description shows marginal innovation/unique approach to addressing issues and is a duplication of services.   |
| <b>Level of Performance</b>                                                                                                                                                     | <b>Strong or N/A</b>                                                                                            | <b>Fair</b>                                                                                                                   | <b>Weak/Poor</b>                                                                                               |
| <b>Score</b>                                                                                                                                                                    | <b>5 Points</b>                                                                                                 | <b>4-3 Points</b>                                                                                                             | <b>2 Points or Below</b>                                                                                       |
| <i>Workplace Campaigns: If applicable, all partners agree to run a workplace campaign, which should include capturing participation, setting a goal and running a campaign.</i> | Program ran a strong campaign and included information on participation and goals. N/A if new program applying. | Program ran a campaign but did not demonstrate strong participation efforts or goal setting.                                  | No participation in United Way campaign.                                                                       |
| <i>Organization's Financial Document Submission: if applicable, all financial documentation should be turned in complete and on time.</i>                                       | Program turned all financials in on time. N/A if new program applying.                                          | Program turned in financials on time or turned in financials past due once or twice with explanation.                         | Financials consistently turned in past deadline or not at all.                                                 |

| <b>Section 2- Program Design, Outcome Measures and Evaluation</b>                                                                           |                                                                                                                           |                                                                                                                            |                                                                                                                                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Level of Performance</b>                                                                                                                 | <b>Strong</b>                                                                                                             | <b>Fair</b>                                                                                                                | <b>Weak/Poor</b>                                                                                                                                  |
| <b>Score</b>                                                                                                                                | <b>6-5 Points</b>                                                                                                         | <b>4-3 Points</b>                                                                                                          | <b>2 Points or Below</b>                                                                                                                          |
| <i>Program Core Services: Are they well thought out and clearly explained?</i>                                                              | Program core services including resources, activities and participation are well thought out and clearly explained.       | Program core services including resources, activities and participation are partially thought out and somewhat explained.  | Program core services including resources, activities and participation are not well thought out and not well explained.                          |
| <i>Program Activities: Are changes within the program participants clearly identified through program activities/services?</i>              | Changes to occur within program participants as the direct result of the program activities/services are clearly defined. | Changes to occur within program participants as the direct result of the program activities/services are somewhat defined. | Changes to occur within program participants as the direct result of activities/services are marginally or not defined.                           |
| <b>Level of Performance</b>                                                                                                                 | <b>Strong</b>                                                                                                             | <b>Fair</b>                                                                                                                | <b>Weak/Poor</b>                                                                                                                                  |
| <b>Score</b>                                                                                                                                | <b>5-4 Points</b>                                                                                                         | <b>3 Points</b>                                                                                                            | <b>2 Points or Below</b>                                                                                                                          |
| <i>Partnerships &amp; Collaborations: Are program partnerships and collaborations clearly defined and used to enhance program delivery?</i> | Program clearly uses partnerships and collaborations to enhance program delivery.                                         | Program partnerships and collaborations are suggested but not clearly defined.                                             | No program partnerships or collaborations are discussed.                                                                                          |
| <b>Level of Performance</b>                                                                                                                 | <b>Strong</b>                                                                                                             | <b>Fair</b>                                                                                                                | <b>Weak/Poor</b>                                                                                                                                  |
| <b>Score</b>                                                                                                                                | <b>6-5 Points</b>                                                                                                         | <b>4-3 Points</b>                                                                                                          | <b>2 Points or Below</b>                                                                                                                          |
| <i>Outcome Measures: Are the outcomes measurable actions, realistic and timely? Are they achievable?</i>                                    | Measurable action, realistic and timely outcome measures (program objectives) are listed. Outcomes seem achievable.       | Outcome measures somewhat specific, measurable, action oriented, realistic and timely. Outcome appear somewhat achievable. | Outcome measure is not specific, measurable or appear to be achievable.                                                                           |
| <i>Data Collection: Is there a data collection plan in place to be used for future program improvements?</i>                                | A well thought out collection plan is in place to use the collected data for future program improvements.                 | A data collection plan is listed but it is unclear how the information will be used for future program improvements.       | The data collection plan is not well explained, no details are provided to show how evaluation data will be used for future program improvements. |

| Section 3- Budget Justification and Narratives                                    |                                                                                                        |                                                                                             |                                                                                                 |
|-----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| Level of Performance                                                              | Strong                                                                                                 | Fair                                                                                        | Weak/Poor                                                                                       |
| Score                                                                             | 15-10 Points                                                                                           | 9-5 Points                                                                                  | 4 Points or Below                                                                               |
| Budget: Is the budget detailed, complete, and clearly supports the work outlined? | Budget is detailed, complete and clearly supports the work outlined. Revenue/expense seems reasonable. | Adequate budget information. Appears to somewhat support the work outlined.                 | The program budget is vague and/or incomplete and is unclear how it supports the work outlined. |
| Detailed Budget Narrative: Is use/purpose of funding detailed and clear?          | Each expense line item on budget is clearly identified and shows the purpose of funding.               | Most expense line items on budget are somewhat identified and shows purpose of the funding. | Expense line items marginally identified or not identified, and purpose of funding is unclear.  |
| Section 4- Success Story                                                          |                                                                                                        |                                                                                             |                                                                                                 |
| Level of Performance                                                              | Yes                                                                                                    | No                                                                                          |                                                                                                 |
| Score                                                                             | 1 Point                                                                                                | 0 Points                                                                                    |                                                                                                 |
| Success Story                                                                     | Story provided that aligns with                                                                        | No story provided.                                                                          |                                                                                                 |
| Total Overall Points for Grant Application: 100 Points                            |                                                                                                        |                                                                                             |                                                                                                 |



## AGENDA ITEM REPORT

### MEETING DATE

June 12, 2024

### PREPARED BY

### AGENDA ITEM # 3.b

Recommendation: Residential Exterior Improvement Application: Grahm Cronin, 303 N Third Street

### BACKGROUND

The applicant has submitted two potential projects, re-framing the garage door and replacing it with a new double garage door and removing and replacing the concrete driveway. The second potential project is replacing the existing porch with a new gabled roof. They would also replace the sidewalk and landscape the front of the house. The project does not score well because the property appears to be in pretty good shape and not having proposed renderings from the applicant, it is difficult to see how the improvements will enhance the aesthetic. Additionally, I asked for some information on the contractor's listed in the application because it is difficult to tell who will be performing the work from the quote and that information was not provided.

### RECOMMENDATION

### ATTACHMENTS

1. Cronin 303 N Third
2. Pictures
3. Scoring Rubric





VILLAGE OF MOUNT HOREB

E. Main Street  
Mount Horeb, WI 53572  
Phone: (608) 437-6884 Fax: (608) 437-3190  
Email: mhinfo@mounthorebwi.info Web: mounthorebwi.info

## RESIDENTIAL EXTERIOR IMPROVEMENT PROGRAM GRANT APPLICATION

(Please complete and submit one application for the complete project)

### APPLICANT INFORMATION

Applicant Name Graham Cronin  
Property Address 303 N. Third St  
Phone 608 576 5449 Email Vespie135@gmail.com

### PROPERTY INFORMATION

Year Home Built 1900 Purchase Year of Home 2015  
Assessed Value of Home \$ \_\_\_\_\_

### PROJECT INFORMATION

Proposed Start Date Summer 2024 Proposed Completion Date Fall 2024  
Contractor Name VCS, LLC Contractor License # \_\_\_\_\_  
Contractor Address 1928 Lewis Rd. Mt. Horeb WI 53572  
Contractor Phone (608) 576-8606 Contractor Email johnvesperman@gmail.com  
Total Project Estimate \$ 10,500 or 11,250 Grant Request \$ 5,000  
Other funding sources that will be used: Personal Funds

Project Narrative (attach additional sheets if necessary).

Please include information related to the work that will be done, colors that will be used, why there is a need for the project, and other information that will be relevant to making a decision on the grant application.

DOCUMENTS TO INCLUDE

- ☐ Two contractor proposals
- ☐ Site plan
- ☐ Copy of Contractor License
- ☐ Proof of Insurance
- ☐ Photos of what will be repaired

**Certification:** The information provided above is true and accurate to the best of my knowledge and I have read and understand the guidelines of the Village of Mount Horeb Residential Exterior Improvement Program and agree to abide by its conditions. I acknowledge that the Village Board has the right to terminate this agreement under the Residential Exterior Improvement Program if I, as the applicant, am found to be in violation of any conditions set forth in the guidelines of the program. I understand this is a matching grant up to \$5,000.

Graham R. Cronin  
Applicant Signature

3-27-24  
Date

| Office Use Only                                                                                                                                                                  |                                                                                                                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| Date Application Received: _____                                                                                                                                                 | Does this applicant qualify for a building permit?<br><input type="checkbox"/> Yes <input type="checkbox"/> No |
| Community Development Authority Review Date: _____                                                                                                                               |                                                                                                                |
| <input type="checkbox"/> Recommended approval without conditions<br><input type="checkbox"/> Recommended approval with conditions<br><input type="checkbox"/> Recommended denial |                                                                                                                |
| Recommended conditions or reason for denial (if applicable):<br><br>                                                                                                             |                                                                                                                |
| Common Council Review Date: _____                                                                                                                                                |                                                                                                                |
| <input type="checkbox"/> Approved without conditions<br><input type="checkbox"/> Approved with conditions<br><input type="checkbox"/> Denied (reasons below)                     |                                                                                                                |
| Conditions or reason for denial (if applicable):<br><br>                                                                                                                         |                                                                                                                |
| Authorized Grant Amount: _____                                                                                                                                                   |                                                                                                                |
| Date Check Issued: _____                                                                                                                                                         |                                                                                                                |



HERITAGE  
COMMUNITY  
OPPORTUNITY

## VILLAGE OF MOUNT HOREB

E. Main Street  
Mount Horeb, WI 53572  
Phone: (608) 437-6884 Fax: (608) 437-3190  
Email: mhinfo@mounthorebwi.info Web: mounthorebwi.info

# RESIDENTIAL EXTERIOR IMPROVEMENT PROGRAM *PROJECT CLOSE-OUT*

Grant Recipient \_\_\_\_\_

Property Address \_\_\_\_\_

☐ Attach photos of completed project.

By signing below, you verify that all work on this project had been completed to the best of your knowledge and, in your opinion, is acceptable to you and completed in accordance with the requirements of the Residential Exterior Improvement Program and consistent with the nature of this application.

\_\_\_\_\_  
Contractor Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Village Staff

\_\_\_\_\_  
Date

\_\_\_\_\_  
Village Treasurer Signature

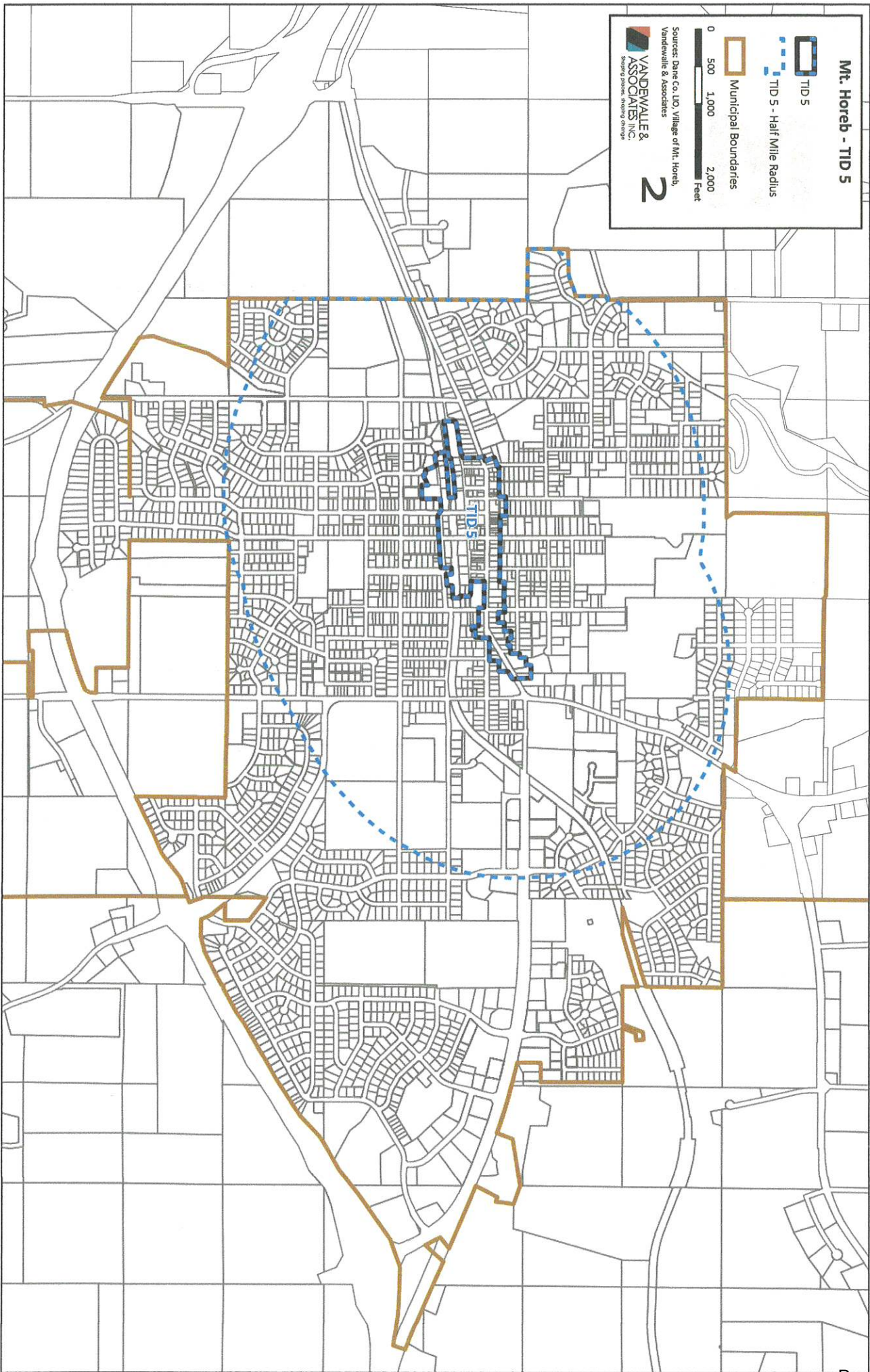
Date

\_\_\_\_\_

\_\_\_\_\_  
Village Administrator Signature

\_\_\_\_\_  
Date





**Mt. Horeb - TID 5**



TID 5 - Half Mile Radius

Municipal Boundaries

0 500 1,000 2,000 Feet

Sources: Dane Co. ILO, Village of Mt. Horeb, Vandewalle & Associates  
**VANDEWALLE & ASSOCIATES, INC.**  
Shaping places, shaping dreams

**2**

Proposal / estimate for 303 N Third Street

March 27, 2024

Graham Cronin

Estimates for 303 N Third Street, Mount Horeb WI

Project 1. Remove existing garage door and replace. Reframe the front of garage as is necessary for new door. Re-level the concrete adjacent to new door to provide a level surface. \$10,750.00

Project 2 New gable roof for the front porch. New stairs and walkway to front of the existing porch. Landscape the front of the porch and walkway.  
\$13,000.00

Thank you for the opportunity to help with one or both of your projects.  
Estimate good for 30 days.

Starlight



JBV



# March 23, 2024

Graham Cronin  
303 N Third Street  
Mount Horeb WI 53572

Re: Estimates for house repairs and improvements.

1.) Reframe garage front and replace with New double garage door. Remove concrete at garage door in need or repair and replace to proper grade for new door.

Cost \$ 10,500.00

2.) replace existing porch roof with a newly framed gable roof. Move front door to the front of the porch. Add a new walkway from the driveway to the new steps. Re- landscape front of porch area.

Cost. \$ 11,250.00

Price valid for 30 days.

Please let us know if you need our assistance in making these improvements.

VCPS, LLC

A handwritten signature in black ink, appearing to be "John J. [unclear]", written over the printed name "VCPS, LLC".





| Residential Improvement Pr                   |             |
|----------------------------------------------|-------------|
| Level of Performance                         | Strong      |
| Score                                        | 10-7 Points |
| Property Condition                           |             |
| Age of home                                  | 10          |
| Percentage of Average Assessed Value         | 7           |
| Percentage of Improvements of Assessed Value |             |
| Repair of historical elements                |             |
| Quality of materials                         |             |
| Thoroughness of application                  |             |
| Sustainability, energy efficiency            |             |

|                                            |  |
|--------------------------------------------|--|
|                                            |  |
| Financial Hardship                         |  |
| <b>Application Score</b>                   |  |
| <b>Score</b>                               |  |
| Total Overall Points for Grant Application |  |



| Program Scoring |                  |
|-----------------|------------------|
| Fair            | Weak/Poor        |
| 6-4 Points      | 3 Point or Below |
|                 | 3                |
|                 |                  |
|                 |                  |
|                 | 3                |
|                 | 3                |
| 4               |                  |
|                 | 3                |
|                 | 3                |

|                       |    |
|-----------------------|----|
|                       |    |
| 5                     |    |
| <u>re</u>             |    |
|                       | 41 |
| plication: 100 Points |    |



## AGENDA ITEM REPORT

### MEETING DATE

June 12, 2024

### PREPARED BY

### AGENDA ITEM # 3.c

Continued discussion on downtown redevelopment and determining next steps

### BACKGROUND

### RECOMMENDATION

### ATTACHMENTS

1. Downtown Redevelopment Planning
2. Mount Horeb Downtown Plan (PDF) (1)

Village of Mount Horeb

June 2024

# Downtown Redevelopment Planning



# Categories of Work

Boundaries

Infrastructure

Retail

Service

Residential

Amenities

Policies and Programming





# Boundaries – is this downtown?

## Rehabilitation and Redevelopment Opportunities Map





# Infrastructure

Do we have what we need?

Streets (design)

Stoplights

Signage

Utility capacity

High speed internet

Other (benches, bike  
racks, etc.)?



# Retail/Service Businesses

Few vacant spaces – need more inventory?

Mix of retail and service-related businesses – is it balanced? Do we want more retail and less service?

Restaurants – are there enough? What is missing from the lineup?





# From Downtown Plan

## DOWNTOWN BUSINESS RECRUITMENT



As more opportunities emerge in Mount Horeb's downtown redevelopment transformation, the MHAEDC will continue to lead Village business recruitment efforts. In coordination with those efforts, the Village will continue to make deci-

sions on incentives, guide land use and zoning decisions, and provide the public infrastructure that enhances private investment. Some businesses that would add to the downtown experience and should be recruitment targets include:

- Cheese shop
- Boutique women clothing store
- Children's activities
- Movies/theater/performance space
- Event/banquet/meeting space for 20–200+
- Sporting goods
- Candy and/or ice cream
- Toy store
- Pet store
- Learning niche business
- Spa (hair, nails, infrared sauna, massage) for both women and men
- Kitchen store that offers cooking classes
- Corporate headquarters downtown (30-100 employees)
- Residential rental/condo units
- Food-related businesses
- Experience entertainment, indoor and outdoor, such as trampolines, laser tag, or rock climbing
- Winery

# Development Attraction/Recruitmen

t  
MHAEDC Implementation Work Plan (2017)

- Central Park – Vandewalle Plan
- Increase commercial tax base
- Activities and options for families with young children
- Enhance First Street and Front Street
- Walkability– provide safe, accessible options for seniors
- Lighted military bike trail
- Maintain positive momentum and competitiveness
- Cultural Arts, performing arts, community arts
- Search for restaurants
- Increased cultural experience in downtown area
- Find ways to keep visitors shopping and spending in MH, find balance between attracting new businesses and supporting existing businesses
- Downtown Banking Options
- Small grocery story in the downtown area
- Two-year planning session based on Vandewalle plan



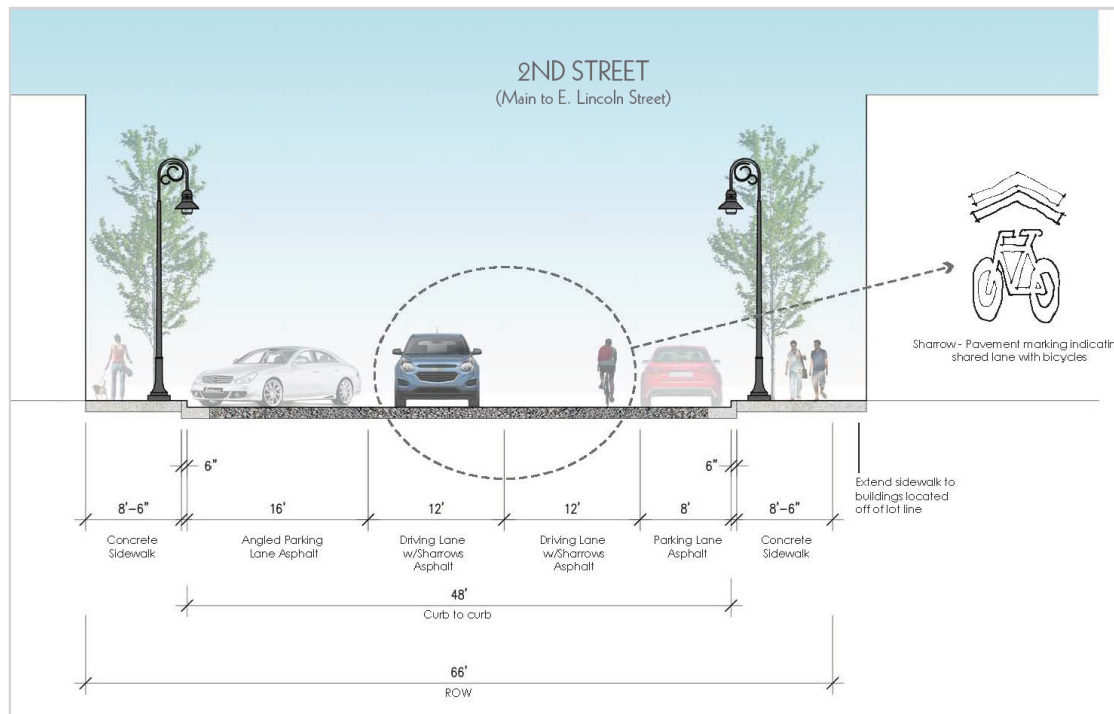
| 2017 Downtown Redevelopment Plan                                                                                    |
|---------------------------------------------------------------------------------------------------------------------|
| Prioritize improvements in the 200 block of E. Main Street.                                                         |
| Open and maintain lines of communication and engagement with the downtown property owners and potential developers. |
| Prioritize action items identified in the MHAEDC Downtown Implementation Work Plan.                                 |
| Advance redevelopment/reuse alternatives and improvements for 100 Block E. Main Street.                             |
| Acquire and develop the current Fire District parcel for public parking.                                            |
| Reconstruct the entirety of Front Street as soon as possible.                                                       |
| Consider redevelopment alternatives for Grandma Foster Park.                                                        |



# Policy

The content to the right is from the Downtown Plan done by Vandewalle in 2017.

One section of the streetscape plan appears below:



Make necessary changes to village zoning and future land use maps.



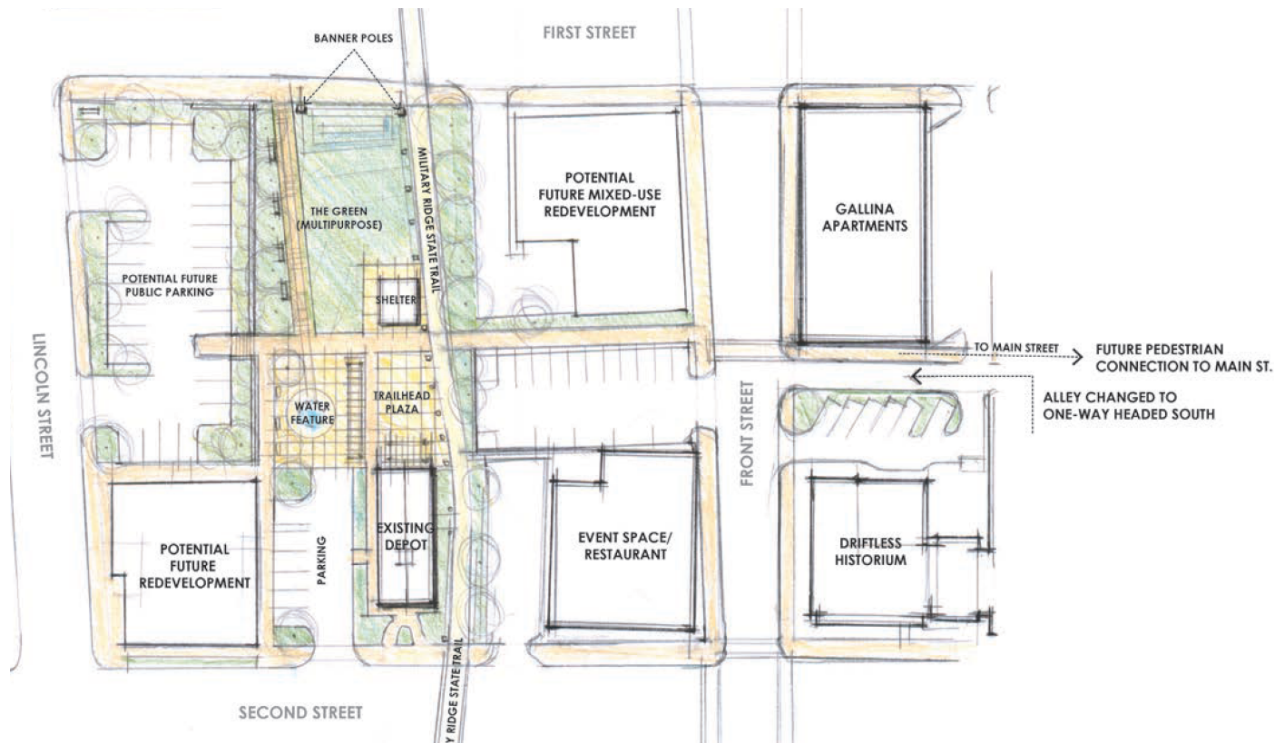
Explore creation of certified historic district in surrounding residential neighborhoods.

Implement downtown streetscaping recommendations.

# Programming

Programming recommendations from the 2017 Downtown Plan include three out of five recommendations that have been implemented and two that have not.

## Discussion Point: Depot Plaza



Explore creation of a certified historic district centered around the commercial blocks fronting on Main Street between Grove and Third Streets.



Identify sources of seed funding for the façade/building grant and loan program.

Refine “Depot Plaza” design, timing, and funding strategy.



Create and disseminate a downtown parking strategy and operations plan.

Develop target marketing materials for specific visitor types, including tour groups, cyclists/trail users, and motorcycle clubs.

# Priorities and Next Steps

1.

2.

3.

4.





VILLAGE OF  
MOUNT HOREB  
DOWNTOWN  
REDEVELOPMENT  
P L A N

MAY 24, 2017



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---

# ACKNOWLEDGEMENTS

## MOUNT HOREB VILLAGE BOARD

Randy Littel, Village President  
Ryan Czyzewski, Trustee  
Steve Grindle, Trustee  
Brenda Monroe, Trustee  
Vaughn Pakkala, Trustee  
Mike Goltz, Trustee  
Cathy Scott, Trustee

## MOUNT HOREB PLAN COMMISSION

Randy Littel, Village President/Chair  
Neil Densmore  
Dave Hoffman  
Wally Orzechowski  
Brenda Monroe, Trustee  
Norb Scribner  
Peggy Zalucha

## MOUNT HOREB AREA ECONOMIC DEVELOPMENT CORPORATION

Carol Johnson, Executive Director  
Brad Murphy, Board Member  
Downtown Revitalization Committee –  
Dave Hoffman, Chair

## MOUNT HOREB VILLAGE STAFF

Nicholas Owen, Village Administrator  
Kathy Hagen, Assistant Village Administrator  
Alyssa Gross, Village Clerk/Deputy Treasurer/Office  
Manager  
Cheryl Sutter, Finance Director/Treasurer  
Laurel Grindle, Public Works Director  
David Herfel, Electric/Water Superintendent  
John Klein, Wastewater Supervisor

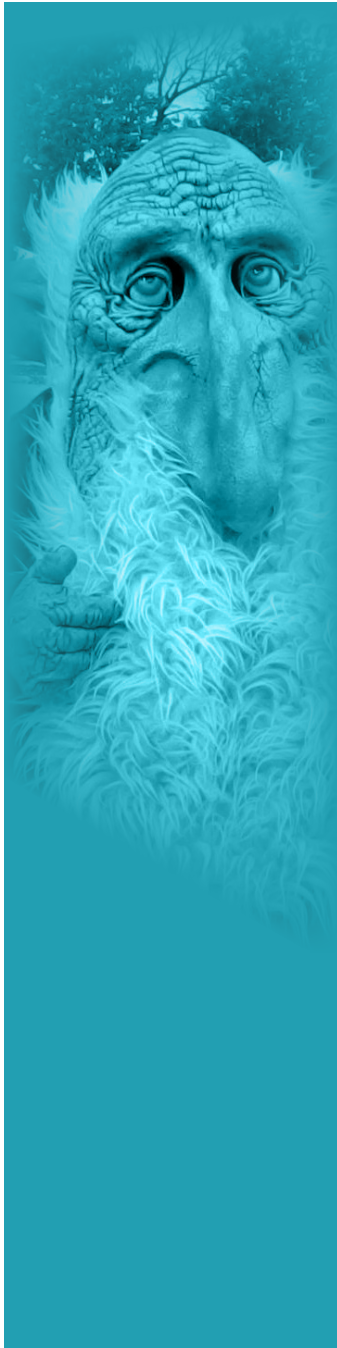
## PLANNING ASSISTANCE PROVIDED BY:

Vandewalle & Associates  
120 East Lakeside Street  
Madison, WI 53715  
(608) 255-3988  
[www.vandewalle.com](http://www.vandewalle.com)

Scott Harrington, AICP – Principal,  
Project Manager  
Marta Purdy, AICP – Associate Planner  
Dan Johns, AICP – Assistant Planner  
Dean Proctor, AIA – Principal Designer  
Elona Bartnick – Associate Designer  
Bobby Lor – Design Intern  
Dan Eckberg – GIS Specialist







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## DOWNTOWN REDEVELOPMENT OVERVIEW

Mount Horeb has long maintained a strong sense of community identity and pride, as well as a charming downtown business district comprised of dozens of well-preserved historic commercial structures. But momentum created by recent projects and strengthening market demand have clearly demonstrated the need for a forward-looking plan that articulates a long-term vision for the Village's downtown core and an action strategy to achieve it. This plan is intended as an update of sorts to the last Downtown Plan adopted by the Village in 2001. While many aspects of that plan have been implemented or remain valid today, major changes in market forces over the past 15 years nonetheless require a more contemporary approach to downtown revitalization. This includes recognizing short-term opportunities, as well as providing specific strategies for several key sites that are expected to drive development and redevelopment in the area for years to come.

Long a rural/suburban bedroom community within the economically robust Madison metropolitan area, Mount Horeb has become a center of growth in its own right over the past several decades. The Village has added more than 1,200 residents (22% growth) since 2000, in

turn stimulating a significant amount of new residential and commercial construction. As the broader regional and national economies continue to recover from the Great Recession, there is now strong demand for new housing types throughout Dane County. Suburban and rural communities like Mount Horeb are seeing renewed



interest in new multifamily residential and condominium development as well as new “destination” offerings in traditional, walkable downtowns that are both draws for tourists but also amenity-rich and attractive to residents.

Mount Horeb is an attractive choice for commuters working in western Dane County and Madison due to its affordability and location, with direct access to U.S. 151 and a short distance to the Beltline. In particular, the presence and

rapid evolution of Epic Systems in nearby Verona also has had spillover effects for Mount Horeb and represents a major opportunity for the Village's business community and residential stock to cater to the tastes of thousands of well-educated, white-collar workers living and working nearby. This includes a large proportion of Millennials who desire unique, authentic urban spaces and experiences. The Military Ridge Trail passes through the Village, providing unique potential to capitalize on the region's historically strong and growing bike industry and

and culture, while encouraging trail users to “rediscover” downtown Mount Horeb.

Major recent developments in the Village, including the new GrandStay Hotel & Suites, Gallina/Hoff Mall Apartments, Driftless Historium, Artisan Food Emporium, and planned Duluth Trading Company World Headquarters have the potential to be economically transformative. Village leadership, its economic development partners, residents and business owners all have a strong stake in ensuring that these and other projects that are likely to follow are of high quality and reflect the needs and values of the community. To this end, the Mount Horeb Area Economic Development Corporation (MHAEDC), a 501(c)3 nonprofit entity, was established in 2013 and vested by the Village with many of the duties formerly held by its (now dissolved) Community Development Authority. However, its independent organizational structure allows for a high degree of citizen input and control over development decisions and long-term planning for commercial growth in the Village. MHAEDC has explicitly identified the downtown core as a critical target for carefully managed redevelopment and new investment. In just a few short years, MHAEDC has established a model that is uncom-

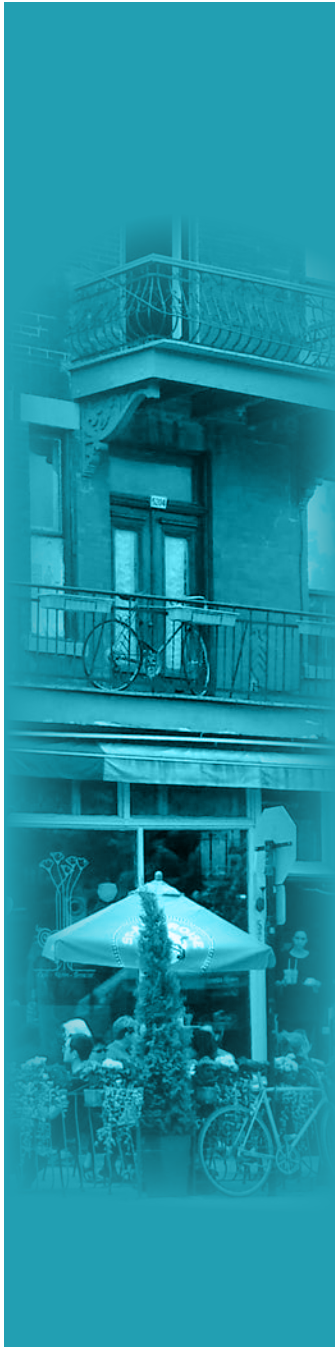


monly effective, even among much larger communities. It has a board of directors and paid executive director with a number of active committees that engage local businesses and stage public listening sessions, and operates a for-profit development arm that allows it to acquire and develop properties as community needs dictate in the coming years.

This plan builds upon several recent efforts spearheaded by MHAEDC and the Village in late 2015 and 2016, including the MHAEDC’s work plan to improve downtown and the general business environment, as well as establishment of Tax Increment District No. 5 (TID #5) to capture tax revenues from new development to pay for, among other things, critical infrastructure updates, public land acquisition and easements, bike trail improvements, and other development incentive programs. A TID-funded façade and building improvement grant and loan program also will be launched in 2017, providing further impetus for downtown property owners to undertake deferred maintenance and renovation projects that contribute to the overall cohesion and viability of the Village’s historic downtown.







## DOWNTOWN VISION

Mount Horeb has entered a new phase of growth and redevelopment that is rapidly changing the physical and demographic character of the Village as a whole and the downtown core in particular.

Guiding principles for this phase of redevelopment include:

### DOWNTOWN MT. HOREB PRINCIPLES FOR DEVELOPMENT

- Support cultural activities and programming
- Include provisions for automobile, motorcycle, pedestrian, and bicycle traffic
- Seek sustainable, professional businesses
- Coordinate with and support the school district
- Recruit new businesses that complement existing businesses
- Add upscale, residential apartments as part of the housing mix
- Pursue infrastructure improvements, such as parking, lighting, and signage that will enhance private investment and the visitor experience
- Develop incentives to attract desirable business targets

In addition to these guiding principles, the MHAEDC more specifically defined the following vision for downtown Mount Horeb to guide their efforts and activities:

#### MT. HOREB DOWNTOWN VISION:

Create a healthy mix of downtown businesses and residences (destination retail, food, beverage, service, entertainment and single-family/multi-family housing) that will serve as a magnet for local residents and tourists/travelers.

Because much of the work of strategic redevelopment requires cooperation between the public and private sectors, this vision also provides guidance for the Village in this downtown plan. The Village should continue to support the expansion of its unique businesses on Main Street as well as recruitment of new, complementary businesses, particularly those that can serve as a regional destination.

While some of Main Street's businesses are stable and successful, there are other businesses that could flourish to a greater degree. Some of Mount Horeb's existing downtown businesses self-identify as renovation targets, with a goal of investing more in the current property or of utilizing a new program through the Village for reinvestment support, such as the aforementioned façade improvement program. In addition, several business locations have been identified as renovation targets to better prepare the spaces to meet modern retail or restaurant requirements. Finally, there is an opportunity to add complementary businesses to increase the critical mass that helps to tip the community towards a destination with broader audience reach.

## DOWNTOWN BUSINESS RECRUITMENT



As more opportunities emerge in Mount Horeb's downtown redevelopment transformation, the MHAEDC will continue to lead Village business recruitment efforts. In coordination with those efforts, the Village will continue to make deci-

sions on incentives, guide land use and zoning decisions, and provide the public infrastructure that enhances private investment. Some businesses that would add to the downtown experience and should be recruitment targets include:

- Cheese shop
- Boutique women clothing store
- Children's activities
- Movies/theater/performance space
- Event/banquet/meeting space for 20–200+
- Sporting goods

- Candy and/or ice cream
- Toy store
- Pet store
- Learning niche business
- Spa (hair, nails, infrared sauna, massage) for both women and men
- Kitchen store that offers cooking classes
- Corporate headquarters downtown (30-100 employees)
- Residential rental/condo units
- Food-related businesses
- Experience entertainment, indoor and outdoor, such as trampolines, laser tag, or rock climbing
- Winery





## ORGANIZING AROUND DOWNTOWN “THEMES”

Mount Horeb has several locational advantages and assets that provide an organizing structure around regional themes. Resonant themes should be an organizing feature to align marketing and promotion efforts and to support the growth of business reputation and branding. Resonant themes include:

- **Trolls** – Drawing on the community’s Scandinavian heritage, Mount Horeb has a series of regionally-known troll statues that decorate local businesses and are central to the Village’s



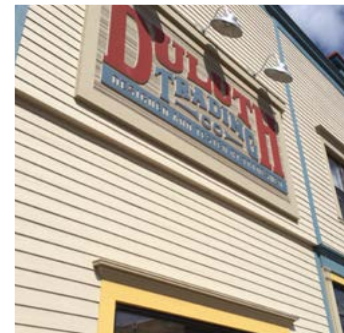
primary brand as the “Troll Capital of the World.” The Chamber of Commerce maintains and distributes an associated map that highlights troll locations and other attractions along the designated “Trollway”.

- **Outdoor recreation** – Lying in the eastern end of the Driftless Region, Mount Horeb is nestled amongst several recreational destinations, including



Tyrol Basin Ski and Snowboard Area, Stewart Lake County Park, Cave of the Mounds, and Blue Mound State Park. It’s also located on the heavily used 40-mile Military Ridge State Bike Trail.

- **Destination shopping** – Mount Horeb’s historic Main Street is home to several unique, boutique destination businesses. Duluth Trading Company, Grumpy Troll, Sjolinds Chocolate, and Bistro 101 are already destinations for regional shoppers and diners. There is more opportunity to recruit and



support other types of downtown businesses that will provide this type of destination shopping.

- **History/Heritage** – A large portion of people with Norwegian heritage have settled in Mount Horeb, which has shaped the downtown. The \$1.6 million Driftless Historium being developed by the Mount Horeb Area Historical Society will feature the heritage of the community and region and will serve as an anchor to attract other business and organizations that celebrate historic architecture and cultural stories that enhance authenticity in local “placemaking” efforts.



- **Local Food/Agriculture** – Building on the Driftless Region’s strong agricultural base, Mount Horeb could more directly feature local food and culinary products as an attraction in restaurants and retail. The planned Artisan Food Emporium will offer a hub for numerous food-related enterprise businesses and potentially spur the attraction of other area growers and products.



- **Arts/Artisans** – There are many art galleries and studios in downtown Mount Horeb and western Dane County, but these could be more accessible and co-marketed to better attract tourists and visitors during the summer art festival months. Additional galleries, quilt shops, murals, art supply stores, and multi-disciplinary performance spaces would add to the saliency of this theme.







Local businesses could align with these themes for special events or festivals, as well as a broader marketing effort to advertise to specific audiences. This would allow small businesses to maximize advertising dollars and target their customers more specifically. Also, prioritizing one or more of these themes can help MHAEDC committees leverage time and resources toward securing users and events that are most likely to resonate in the community.

- **Indoor Programming Entertainment** – Residents and families are seeking more options in downtown for indoor entertainment. Currently, the Mount Horeb Senior Center and Old School House offer programs for seniors and for youth, respectively. The community would like to see opportunities for more indoor entertainment options to be added to downtown programming and businesses.
- **Residential/Housing Opportunities** – The long-term plan for downtown is to increase the types of housing to keep pace with changing demographics and preferences. Adding some upscale apartments would add a needed housing type to the appealing historic homes and affordable single-family housing in town, as well as increase the customer base for area businesses.



## REHABILITATION AND REDEVELOPMENT OPPORTUNITIES

Discussions with Village officials, the MHAEDC and downtown property owners reveal that many properties within the downtown have changed hands in recent years, with most properties already seeing significant investment or likely to come on the market within the next decade. Building upon specific opportunities identified during past planning efforts, **Map 1** shows the locations of parcels that are currently or likely to undergo significant redevelopment activities in the short-term (within 5-7 years), as well as existing buildings with some (currently undefined) potential for structural renovations or changes in use over the longer-term. The general types of parcel redevelopment (circled) or structural reuse/renovation (shaded) potential shown on **Map 1** are defined as follows:

- **Ongoing/Planned Redevelopment:** These are known and/or approved projects already underway or proceeding in the immediate future. These projects include the Driftless Historium, Gallina/Hoff Mall Apartments, Duluth Trading Company Office, Artisan Food Emporium, and Restaurant/Banquet Space at 109 E. Front Street.
- **Short-Term Redevelopment Targets:** These are properties that are vacant/have minimal use or are for sale with buildings that generally are in poor condition or obsolete. Further, considering their location and size, the potential for significant redevelopment (usually involving the complete replacement of all

on-site buildings) is likely to occur within the next three to five years.

- **Long-term Redevelopment Targets:** These properties have an existing, viable business on them. However, were the business to relocate, it is doubtful the property would be reused for a similar purpose and potentially could be cleared to support a significant redevelopment project.
- **Rehabilitation/Reuse Opportunities:** Projects where the primary structure would likely be renovated, perhaps with some additions. Many of these include buildings that were found to have some historic merit in a 1997 study of the downtown commercial area as well as to be in need of conservation/rehabilitation in the TID #5 project plan. These structures may benefit from Village façade and building grants or loans to incentivize major improvements that add visual interest and improve market viability.
- **Existing Single Family Homes:** A number of residential structures on the eastern edge of downtown have been converted into commercial uses over the years, but some remain as occupied homes despite their Central Business zoning classification. When and if current occupants sell the properties, they also may prove viable for conversion to retail or office uses.





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## DOWNTOWN PUBLIC PARKING

Due to the increasing number of employees working in the downtown area, as well as the staging of several high-traffic events throughout the year, the availability of on- and off-street public parking during peak hours is a longstanding concern among residents and business owners. **Map 2** shows the location and number of public parking stalls expected to be added in the downtown study area within the next 2-3 years to meet this growing demand. Note that this concept includes redevelopment of the current Fire District station into an 83-stall public parking lot, and reconfiguration of the existing Evangelical Lutheran Church lot and Village lot on Front Street for shared use with the forthcoming Duluth Trading Company Headquarters building immediately to the west. This lot also will be available to the public on evenings and weekends. As shown on **Map 2**, there are already 380 on-street stalls and 152 stalls in public lots, with an additional 244 stalls planned in the near-term. Note that this map does not include several private parking lots that are reserved for visitors to specific businesses, such as those

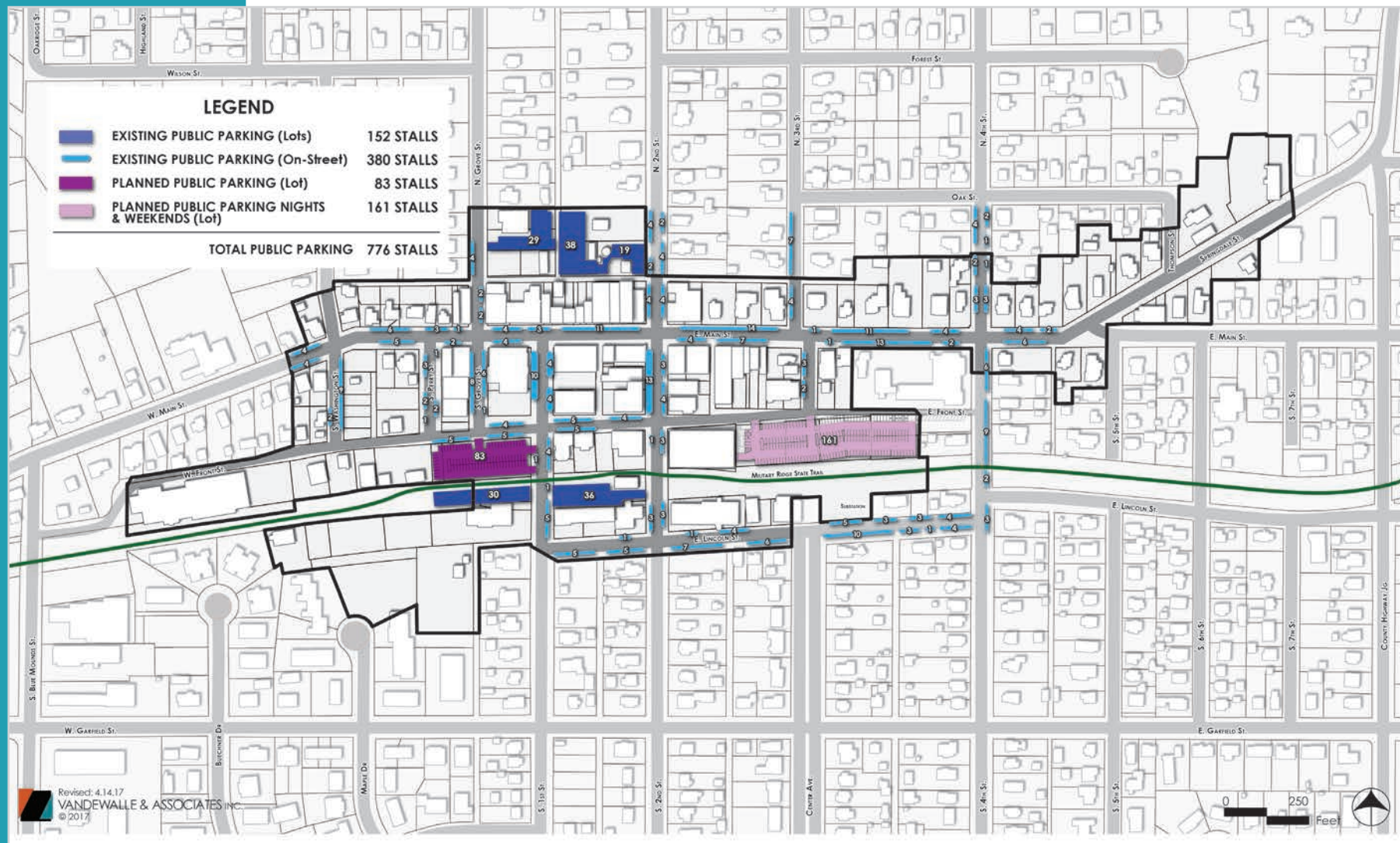
behind the Duluth Trading retail store.

A more detailed parking study should be performed in order to maximize the use of existing on- and off-street stalls throughout the downtown. Wayfinding and stall-specific signage may encourage greater use of current Village-owned lots by visitors (such as those behind the Municipal Building by the water tower and areas located near the Military Ridge trailhead) and enforcement of on-street parking time limits may discourage long-term parking in areas with frequent turnover, particularly the retail businesses along Main Street without dedicated parking lots. In the longer term, areas currently reserved for off-street parking under this concept may prove more valuable for redevelopment or new building construction, at which time the Village may explore higher-density alternatives such as structured parking.





## MAP 2: DOWNTOWN PLAN - PUBLIC PARKING (SHORT-TERM PLAN)



## DOWNTOWN SUBAREAS AND RECOMMENDATIONS

In connection with the Redevelopment and Rehabilitation Opportunities Map, the Downtown Future Land Use Map (**Map 3**) highlights anticipated long-term uses for each of the parcels in the study area:

- **The Central Business District/Historic Core Businesses**

is comprised of 2-3 story, purpose-built commercial structures with active retail or service businesses. These buildings are generally built out to the sidewalk and lot lines and are connected to one or more adjacent buildings, thus constraining on-site parking and expansion potential. Many of these buildings are themselves historic or contribute to the historic look and feel of the downtown. They likely will continue to host unique retail, restaurant and service businesses that rely upon on-street or alley parking for customers and employees, as well as some residential or office uses on upper floors. Surface parking lots, other than for deliveries, should be avoided in this area.

- **Main Street Businesses** are generally current or former single family homes that have been retrofitted for service businesses like doctors, lawyers and realtors along with some retail. The converted buildings likely will retain their commercial character, with those referenced on Map 1 as still in residential use being potential candidates for future conversions to business uses by future owners. Future parking lots should be located to the side and rear of these properties and not in the area between the main building and street.

- **Neighborhood Businesses** are auto-oriented businesses with on-site parking outside the historic core, sharing physical resemblance and use types with newer businesses along Springdale Street to the east of the bike trail. Non-historic properties such as the gas station, muffler shop and restaurant may eventually be replaced with other tertiary commercial uses that are otherwise inappropriate for the historic downtown. Large parking areas in front of the main building should be avoided.
- **Institutional parcels** are publicly owned for public parking, Village services, or utilities, or used for religious purposes. While the Evangelical Lutheran Church has made significant investments in its property and is unlikely to relocate for the foreseeable future, some public facilities are in flux may revert to private ownership within the next five years or a different public use (see “Civic Buildings and Spaces”).
- **Planned Mixed Use parcels** are generally located in the areas along W. Front Street and south of the bike trail. These areas are currently heavy commercial or industrial in character. However, most of these parcels already are designated for Central Business or Planned Mixed Use on the Village’s Future Land Use Map and are likely to become more attractive for retail and residential uses as nearby parcels redevelop.

Regardless of use, redevelopment projects along Front Street should present an active street face with storefronts and/or residential units with direct entries from the sidewalk in lieu of or in addition to interior corridors. Parking

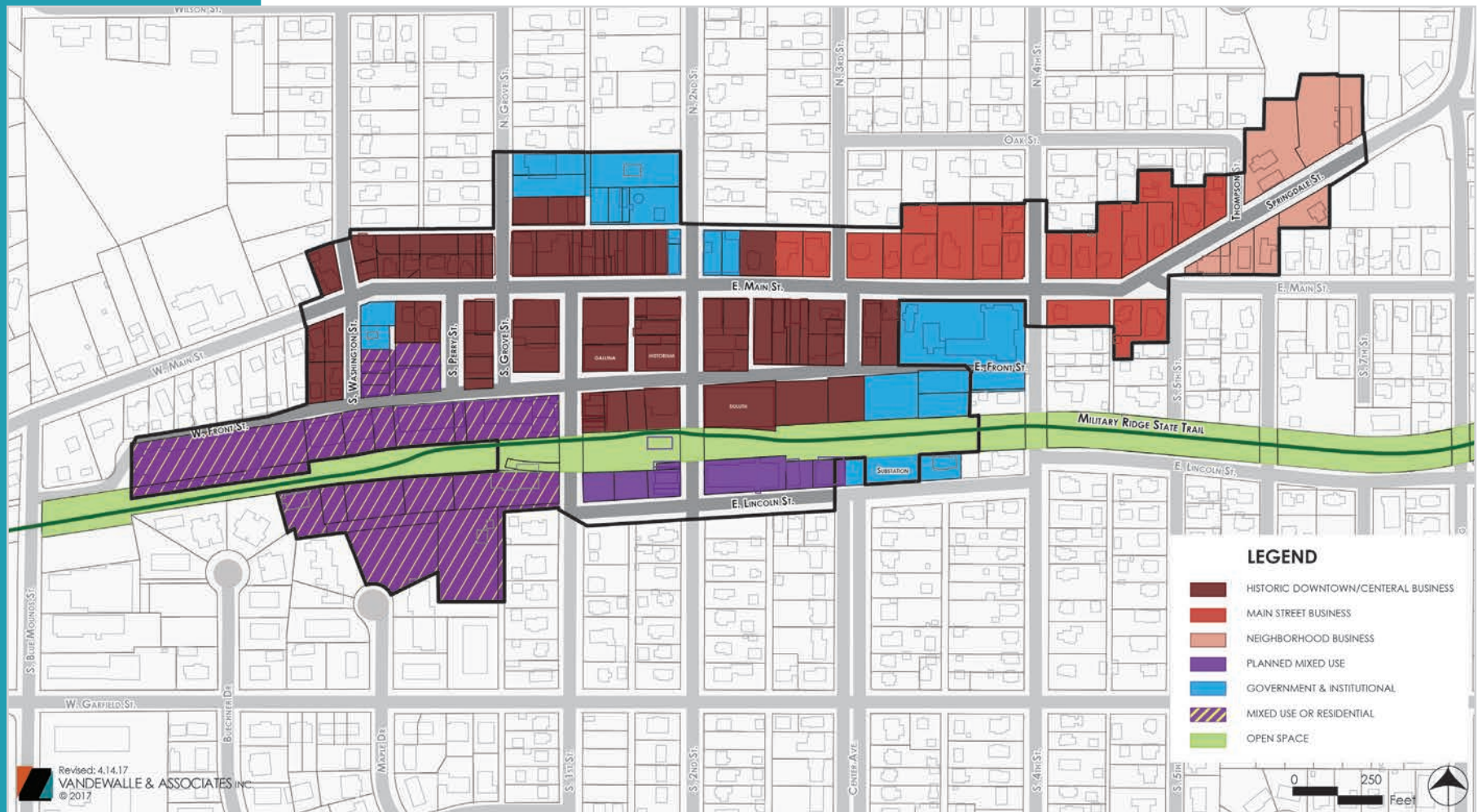




### MAP 3: DOWNTOWN PLAN - PROPOSED LAND USE

beneath the buildings or in structures is preferred with minimal use of surface parking. While some services may be located in the rear, building and site designs should look to incorporate the adjacent bike path as important

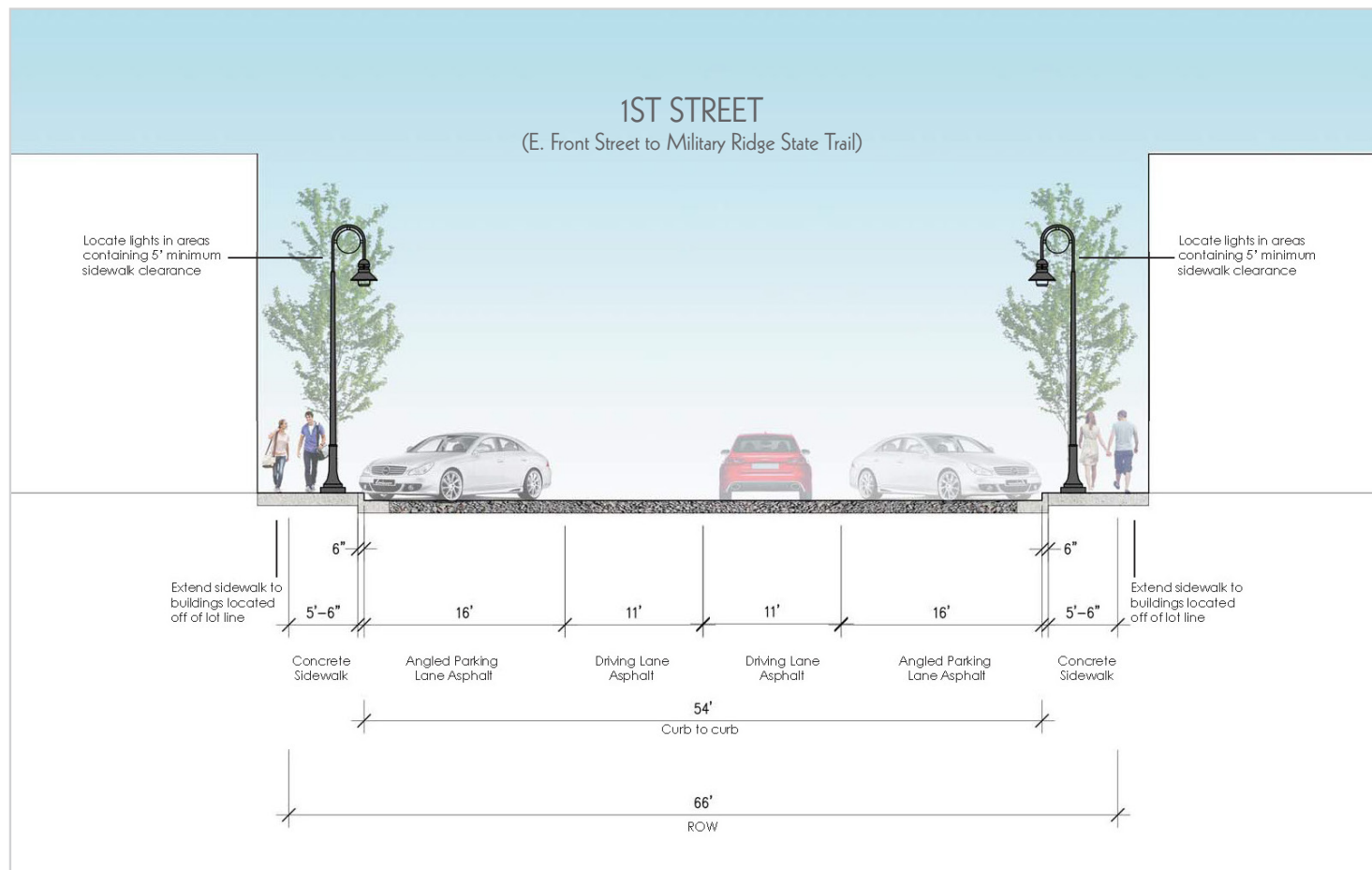
visual and functional amenity. Redevelopment projects south of the bike path should look to locate buildings directly along the bike path with access and services located on the south or sides of the lots and buildings.



## Streetscaping and Enhanced Neighborhood Connections

The section of Main Street between Grove and Fourth Streets generally is regarded as the historic core of downtown commerce and has a distinctive streetscape including decorative lights and other fixtures. Accordingly, similar streetscape improvements on Front Street, as well

as north-south connections on First and Second Streets, are critical to creating a cohesive look and feel for the entire downtown that is inviting to nearby residents and meets the stated goal of capturing a greater share of bike trail users passing through Mount Horeb. With nearly the



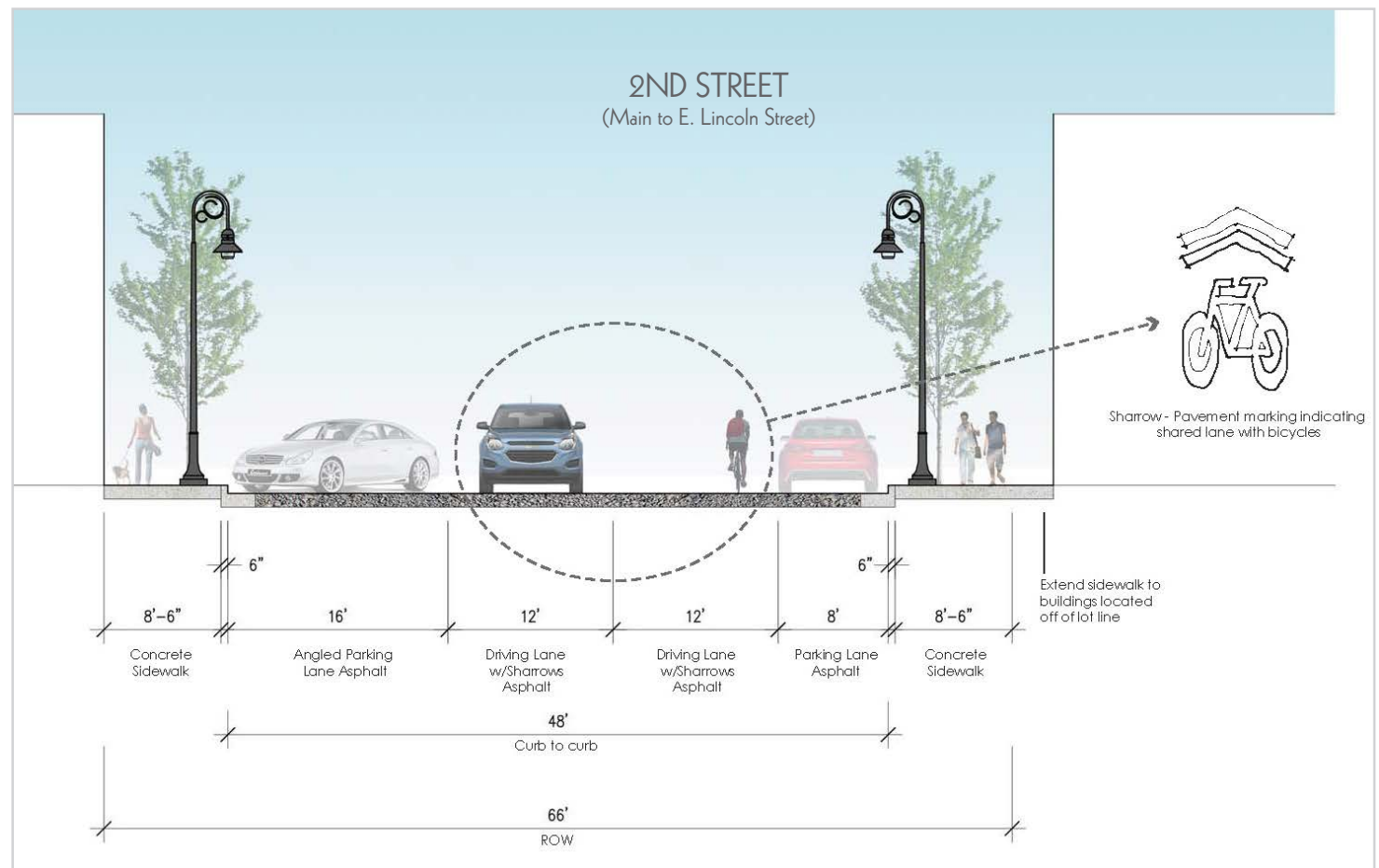
**FIGURE 1:**  
Streetscape Section



**FIGURE 2:**  
Streetscape Section

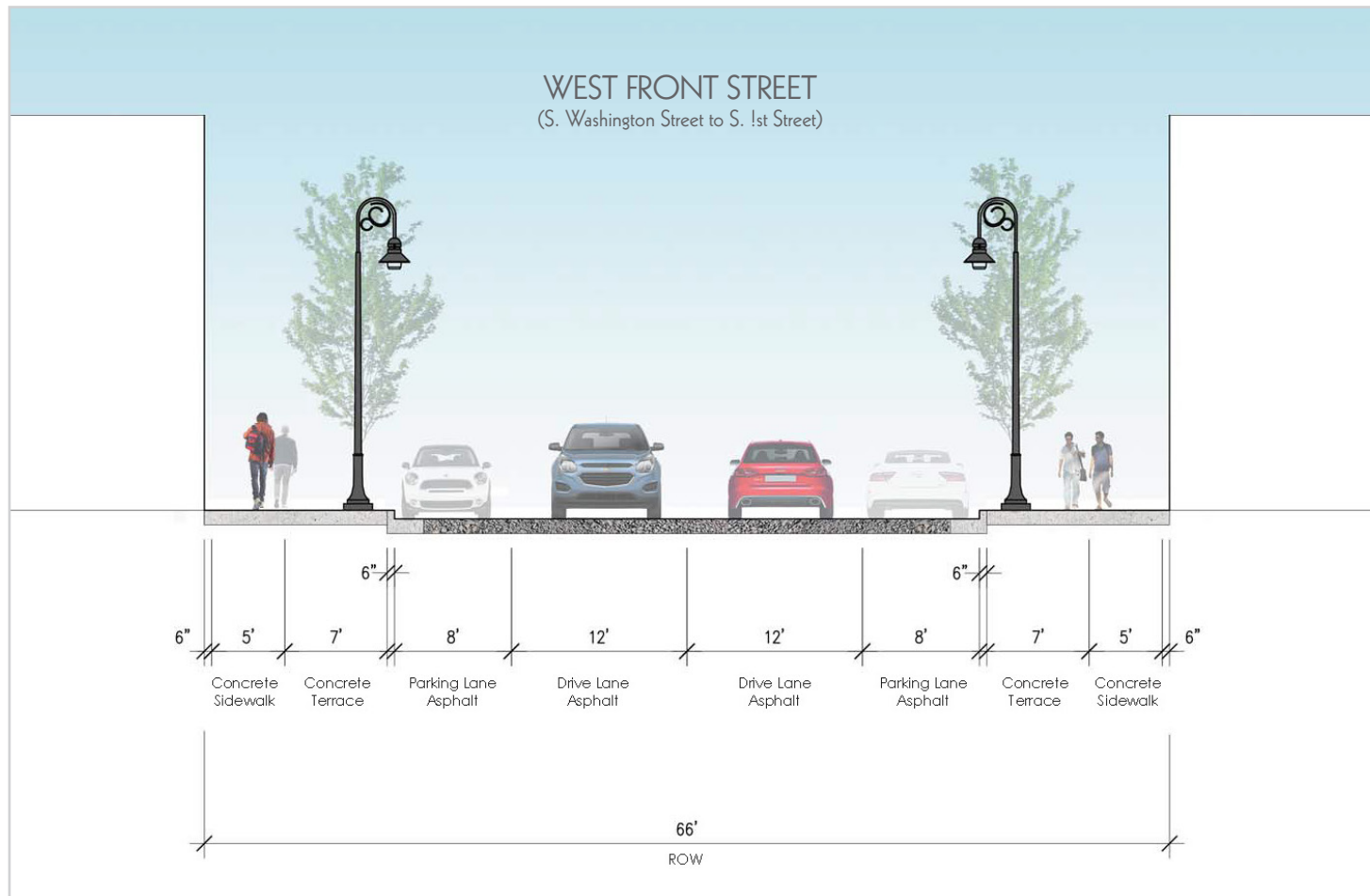
entire Front Street corridor likely to redevelop in the near future, underground utilities and the street itself will have to be reconstructed to meet the needs of new development, and pedestrian-scale amenities added to encourage greater walkability and use as more than a vehicular

access road. Bike racks, loops or other low cost installations may also increase non-motorized traffic along Main Street, Front Street and the numbered cross streets while requiring minimal space along the relatively narrow sidewalks.



Continuing the design themes and concepts of the 2001 plan and those already constructed on Main Street, examples of expanded plantings, as well as parking, drive lane and lighting improvements are shown in the First, Second and Front Street section concepts in Figures 1-4. Second

Street also may include shared-use “sharrow” markings to facilitate bicycle traffic from the existing DNR trailhead/ depot building to Main Street. The enhanced park/plaza concept (Figures 5-6, further explained in the following section) offers a strong visual connection to Duluth,

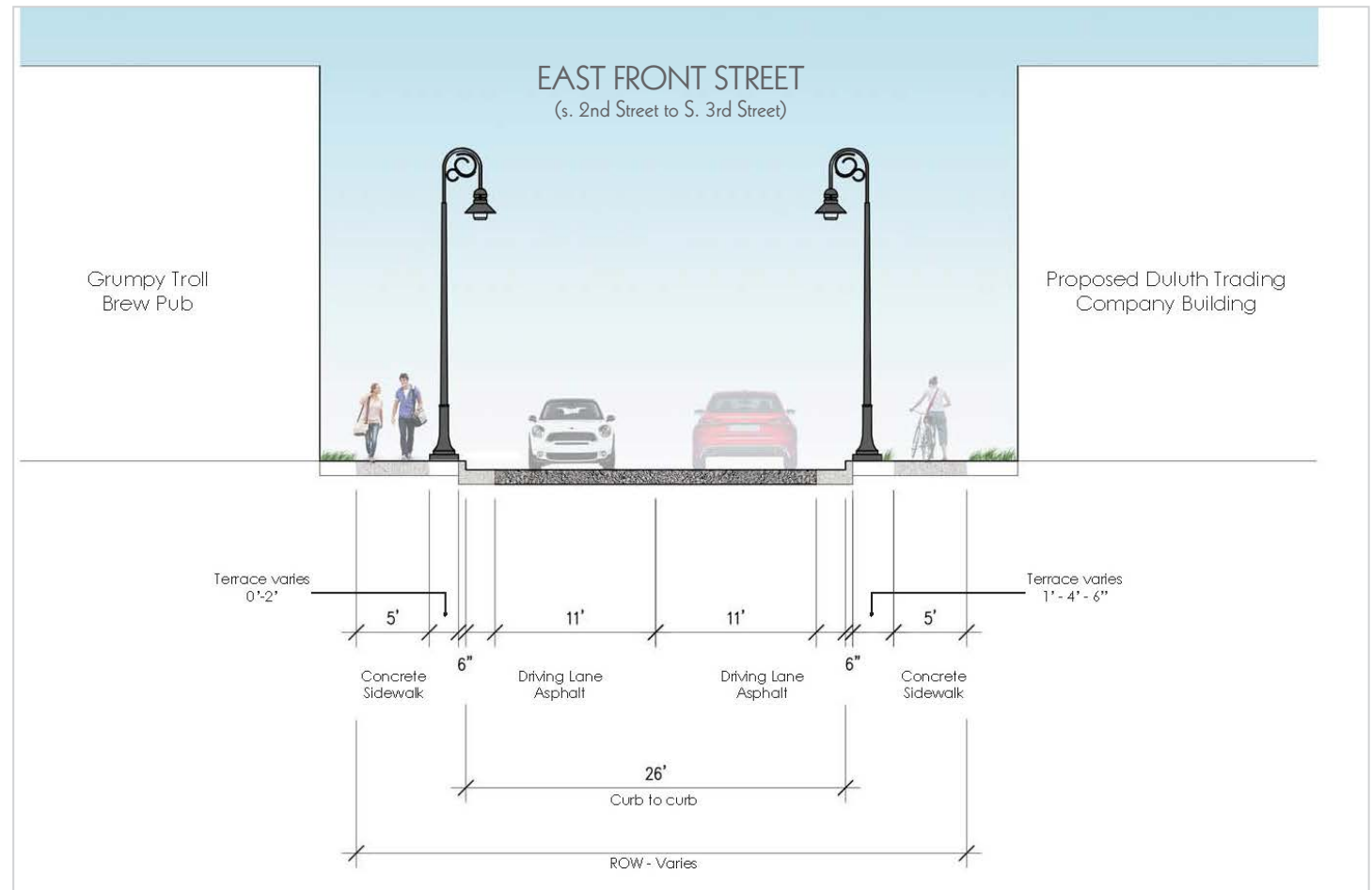


**FIGURE 3**  
Streetscape Section

## FIGURE 4

Grumpy Troll and other nearby businesses and positions the Second Street corridor as a particularly important “gateway” into downtown in the coming years. Third Street also may eventually provide a direct connection to areas south of the bike trail, which due to a steep grade

change currently serves as a physical barrier between Main Street, the Center Avenue boulevard, and historic neighborhoods south of downtown. Map 4 summarizes these and other recommended short- and mid-term public improvements.



## MAP 4: RECOMMENDED PUBLIC IMPROVEMENTS





## Civic Buildings and Spaces

The Village Municipal Building, a converted former bank, is an anchor institution for the downtown. But additional space needs may cause the Village to vacate the building in the coming years. The existing police and fire stations will be vacated by early 2019 with the construction of the shared Public Safety building on Blue Mounds Street. The fire station building would require significant upgrades and is not likely to be repurposed, and is recommended to become a Village parking lot with heavy usage given all the ongoing and likely redevelopment projects taking place over the next few years. The police station will likely remain occupied by the Recreation Department for the immediate future but may be redeveloped as part of a

longer-term site assembly and redevelopment strategy if the American Legion and



Sommer House gallery building become available.

Per one of the MHAEDC's priority objectives, the Village may seek to acquire and/or manage additional space for all-ages community recreation and services,

which could be expanded through increased night and weekend use of the current Senior Center building (generally operated only during weekday business hours) or by repurposing an existing structure along Front Street.

## Trailhead/Depot Plaza



While the downtown core hosts many festivals and special events, it lacks a truly public, year-round gathering space. With Front Street and the bike trail just steps away, the block surrounding the existing Military

Ridge trailhead could see development of additional greenspace, seating and parking as envisioned in **Figures 5 and 6**. This block, which already features a distinctive Norwegian-style “depot” facility with covered seating and restrooms co-owned by the Village and WisDNR, has been identified as an ideal target for a highly engaging public space that provides passive recreation space and public amenities with direct bicycle/pedestrian connections and high visibility from surrounding businesses, as well as an attractive centerpiece around which properties on the block and those adjoining it may be redeveloped. However, realizing this ambitious Plaza concept will re-

quire a coordinated funding effort. In addition to Village funding, the MHAEDC may look to organize and lead a community fundraising drive, and other state-level grant resources - particularly the DNR’s Knowles-Nelson Stewardship Program and WEDC Community Development Investment Grant – may be pursued to further leverage local investment in the project.

The trail itself is currently gravel for much of its passage through the Village limits, with asphalt only present on the block adjacent to the depot building. Paving a longer expanse of the trail, as well as adding safety lighting

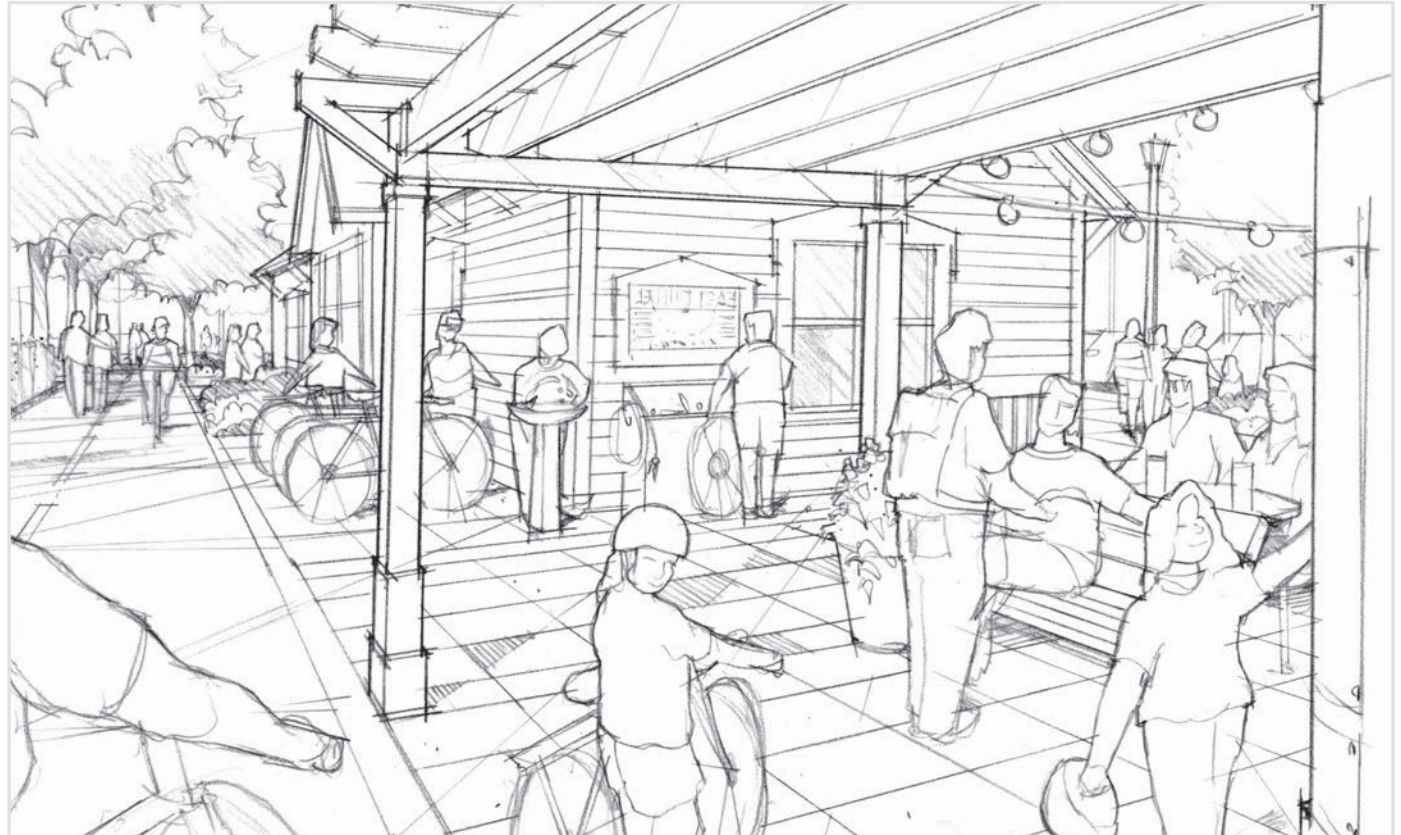






and wayfinding signage to downtown attractions would contribute to a more “urban” feel that distinctly announces trail users’ arrival into Mount Horeb and invites them to explore the rest of the downtown. The widest section of the trail between Second and Fourth Street includes wide vegetative buffers with trees and brush. Clearing this growth and removing existing fencing will open the trail to surrounding properties (including the Duluth

HQ building and the Food Emporium). Further, rerouting the existing pathway toward the northern edge of the trail right of way would allow for the development of a “linear park” greenspace that could be more actively programmed in connection with Depot Plaza events, or simply serve as passive park space for downtown residents, workers and visitors.



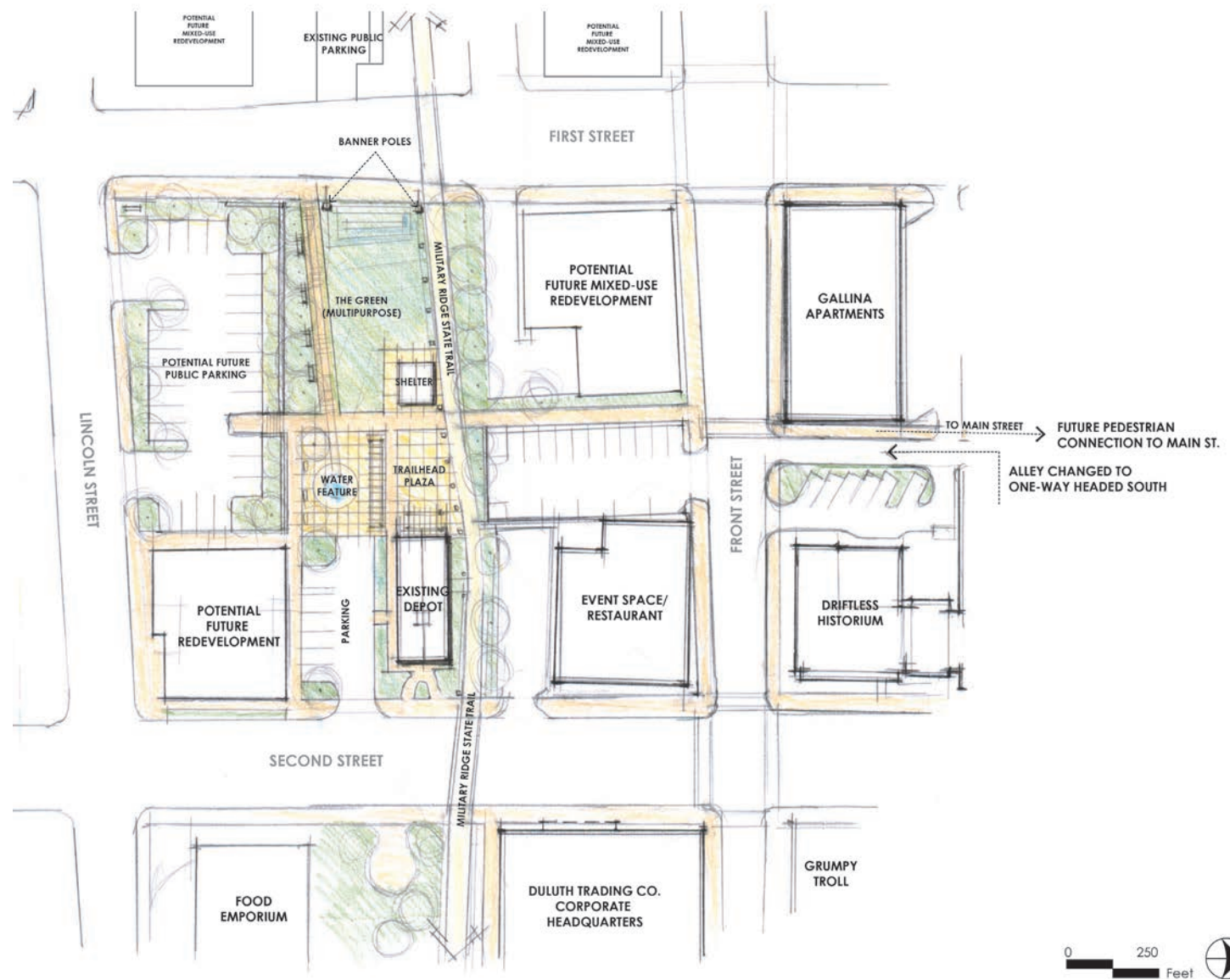


**FIGURE 5:**  
DEPOT PLAZA AND  
PARK CONCEPT





**FIGURE 6:**  
DOWNTOWN  
PLAN - DEPOT  
PLAZA & PARK  
CONCEPT



## Main Street

While the areas targeted for Mixed Use are likely to see the most drastic physical changes, other opportunities exist to adapt historic structures along Main Street for new uses or otherwise renovate aging infrastructure. Duluth Trading is poised to expand its retail store into the adjacent former Fisher King Winery space, creating a large contiguous storefront, but other buildings on the block are relatively narrow and many require significant internal updates. Vandewalle & Associates and the MHAEDC specifically studied the reuse potential of the 100 Block (north side) of E. Main in fall 2016, presenting façade improvement strategies with historically sensitive flourishes (**Figure 7**), internal renovations (**Figure 8**), and shared parking and outdoor space concepts in the rear alley (**Figure 9**) that current or future property owners may integrate into the buildings.

Considered the heart of the Village's historic commercial district, these structures should remain intact where feasible but could be combined or otherwise significantly altered internally to accommodate a wider range of mixed uses. In its current configuration, it is a long, unbroken block of buildings without easy access to the rear alley and public parking areas, both of which are underutilized in their current state due to low visibility from Main Street. The alley improvement concept also includes potential to create a walkway through an existing structure to create easier passage between Main Street and the alley, as well as potential to reclaim the current off-alley parking areas to accommodate outdoor seating or other

business needs that are currently constrained by the very limited outdoor space on each parcel.

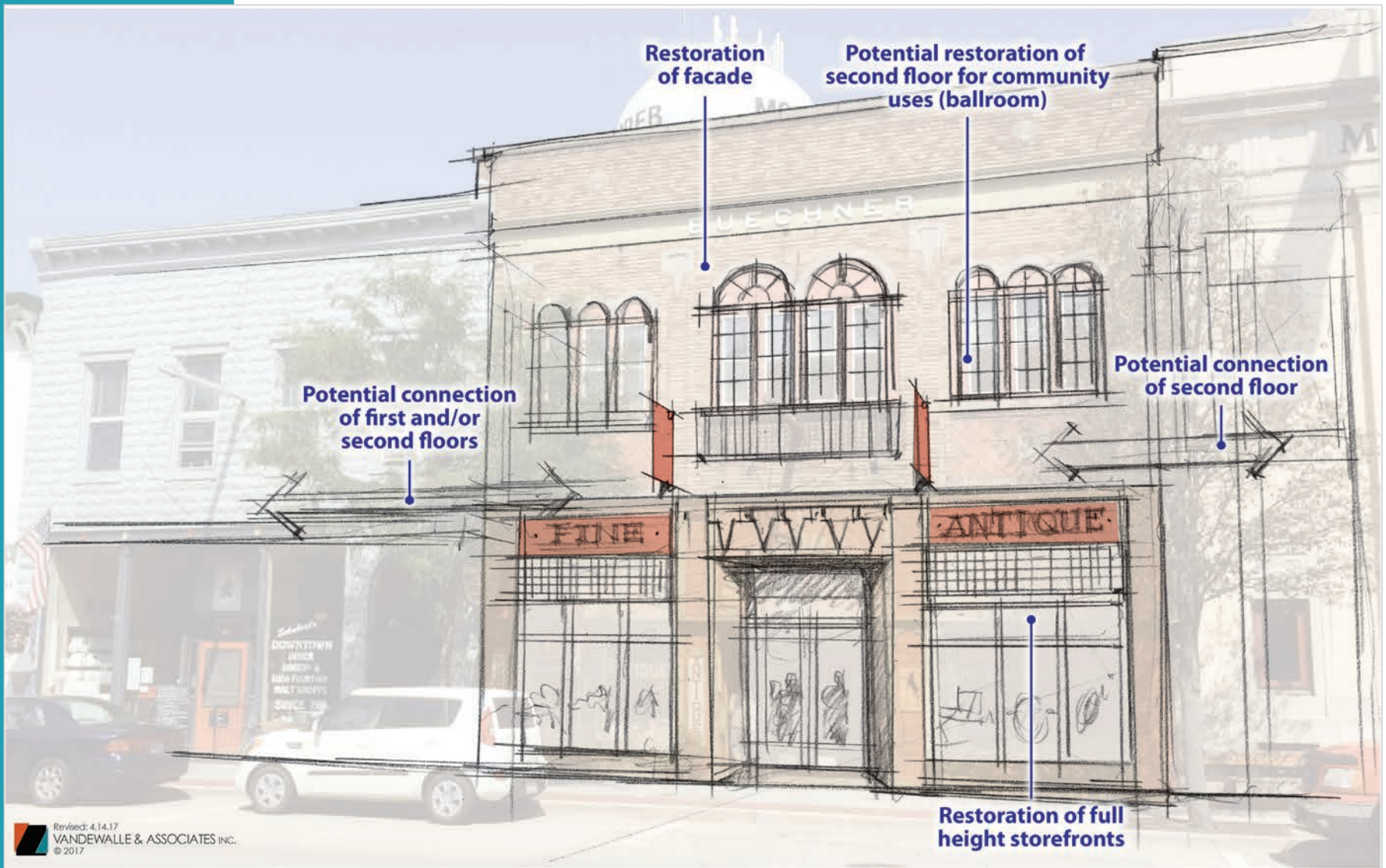
The same holds true for the south side of the 200 block of E. Main Street bookended by the Sunn Café and Sjolinds' Chocolate House, which may particularly benefit from back-of-house improvements once Front Street between Second and Third is reconstructed in 2018. The MHAEDC should prioritize tenant recruitment for the former Hop's House restaurant on this block. The historic Opera House, an imposing 3-story structure at the southwest corner of E. Main and Second Streets directly across from the Municipal Building, is listed on the National Register of Historic Places and offers potential for rehabilitation and new uses that complement the redevelopment activities already taking place on Second Street.

Several sites along Springdale Street offer longer-term redevelopment potential but currently contain viable commercial uses. Redevelopment of the blighted former gas station near Thompson Street is challenged by environmental contamination and topography in the rear of the parcel, but should be prioritized as a short-term redevelopment site for a different commercial use.

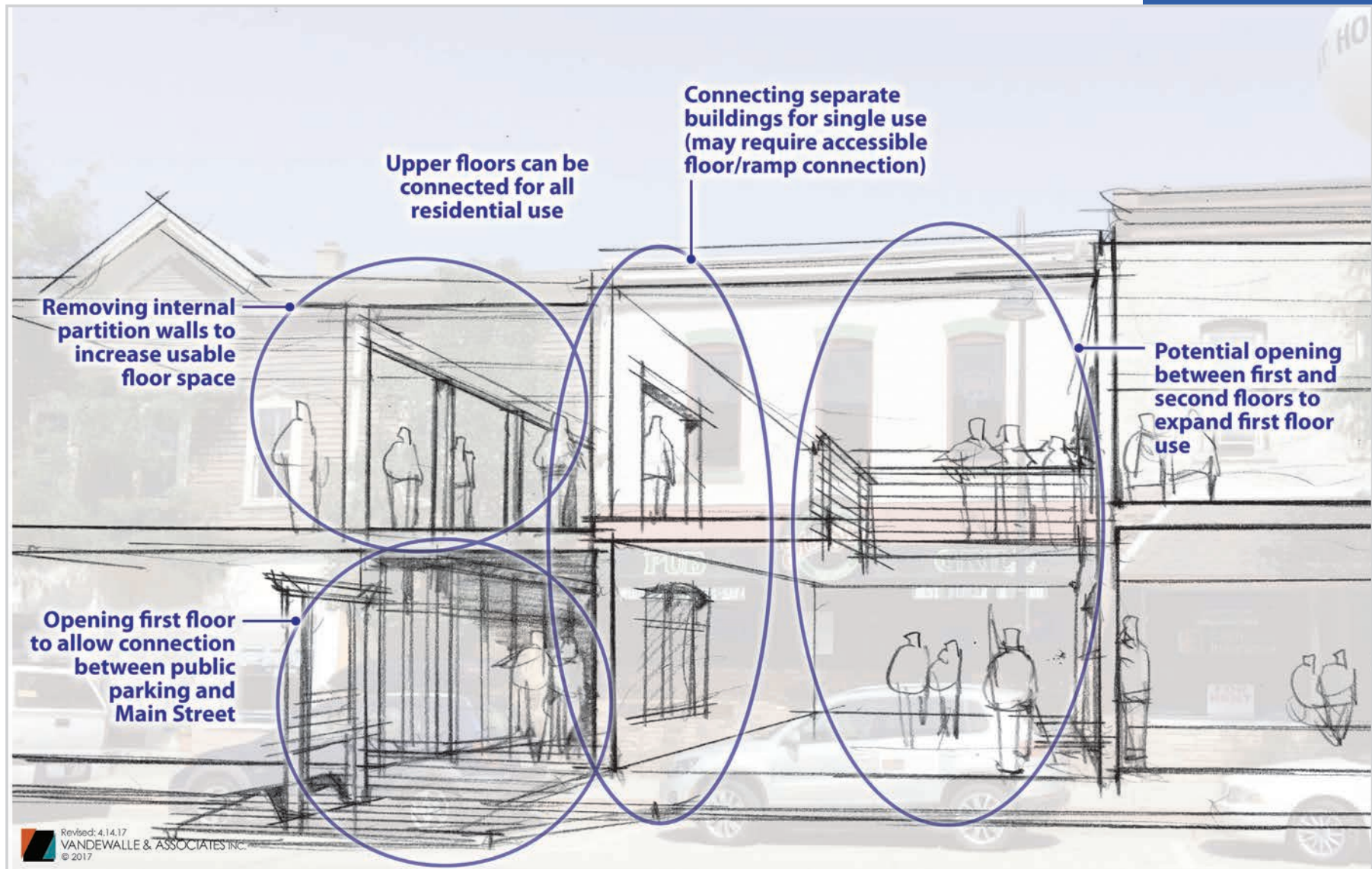




**FIGURE 7:** FACADE IMPROVEMENTS AND BUILDING REUSE STRATEGIES

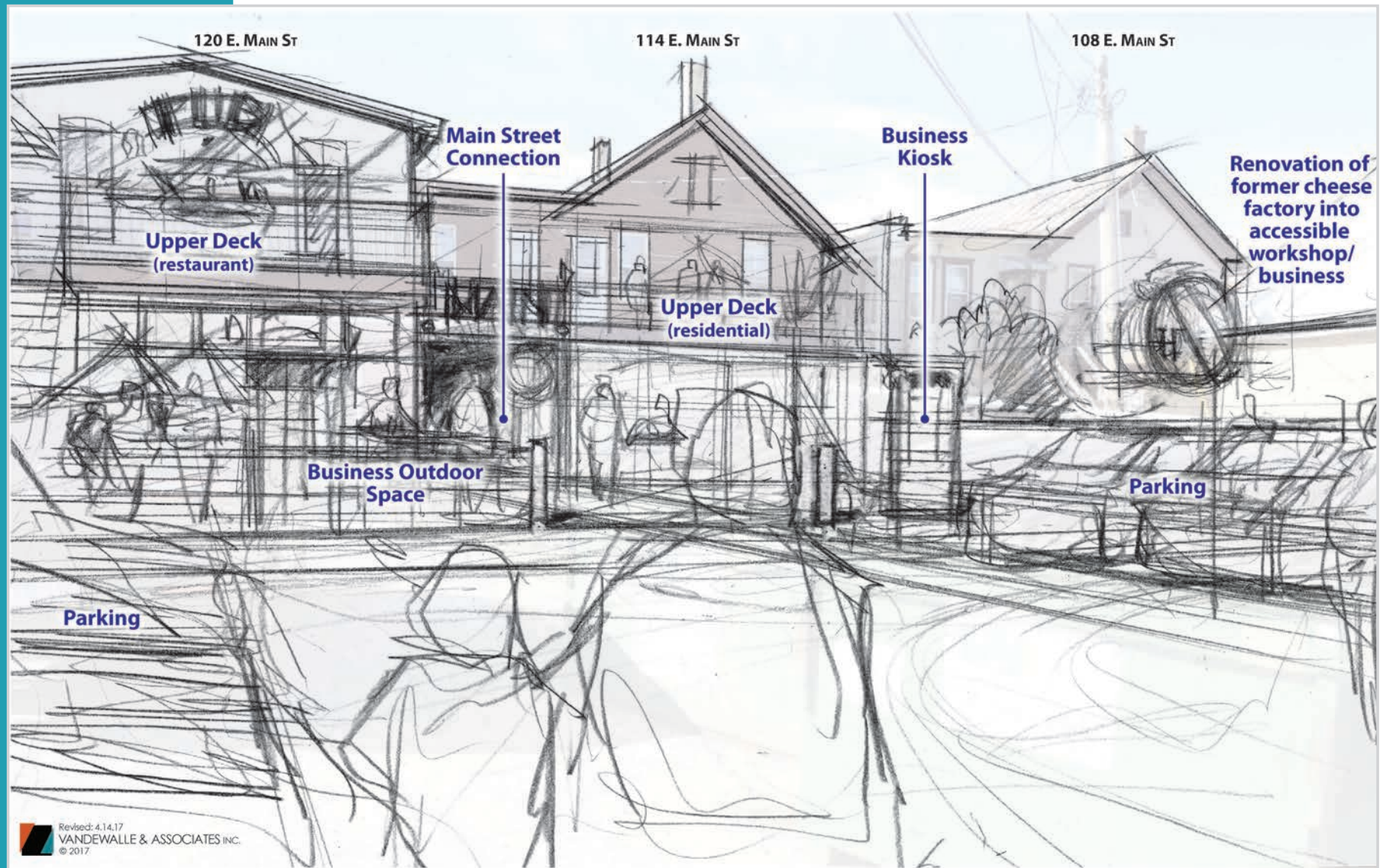


**FIGURE 8:** INTERIOR  
RENOVATIONS &  
CONNECTIONS





**FIGURE 9:** ALLEY  
& REAR FACADE  
IMPROVEMENTS

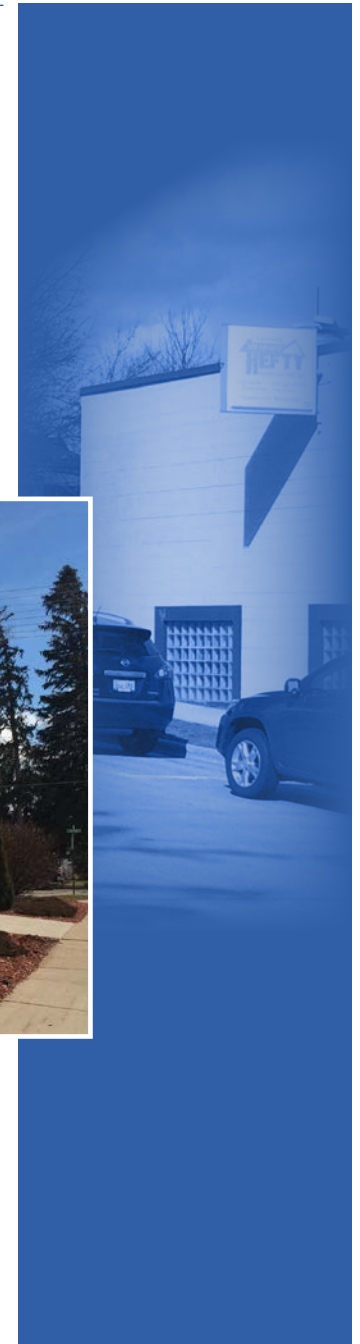


## Lincoln Street



With the addition of the Duluth office building immediately to the north, the 100 block of E. Lincoln Street south of the bike trail also offers redevelopment potential over the immediate and longer term. The Mount Horeb Area Artisan Food Emporium has undertaken several years of feasibility studies and fundraising activities, and it is positioned to move forward on a significant renovation of the Zalucha Studio building by mid-2017.

To the west of First Street, the former co-op building and vacant lots to the west are largely used for storage and, with direct frontage onto the bike trail, are attractive sites for potential multi-family housing units such as attached townhomes. While the Short-Term Parking Plan shown on *Map 2* is expected to accommodate current and anticipated future development for the next few years, the Village also may seek to construct additional public parking south of the trail when and if demand requires.





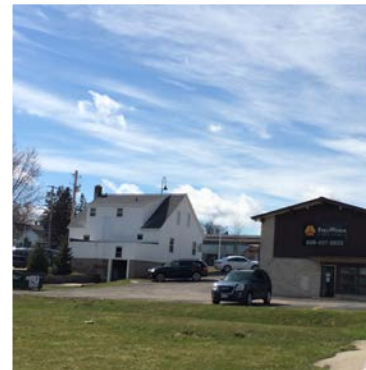
## HOUSING AND NEIGHBORHOODS

The historic downtown area is generally bounded on all sides by single family residential neighborhoods, including many older Victorian and other vernacular homes constructed in the late 19th and early 20th centuries.

Many historic homes facing onto Main and Springdale Streets on the blocks east of Second Street are used for commercial purposes as allowed by their Central Business (CB) zoning designation. There are also several newer multifamily residential cul-de-sacs to the southwest facing onto Maple Court and Buechner Circle. This proximity to existing homes and neighborhoods and general lack of physical boundaries between residential and commercial uses offer potential for greater integration and interaction with surrounding neighborhoods - the areas most likely to generate repeat business for downtown businesses. These residents also contribute to foot traffic that promotes a lively, pedestrian-friendly atmosphere and encourages others to walk, rather than drive downtown when possible. As with the façade/building improvement program established for downtown commercial properties, the Village may wish to fund a similar program for residential improvements in the blocks immediately adjacent to downtown (i.e. the boundaries of its primary funding mechanism, TID #5) to further

encourage preservation of the Village's historic housing stock and add to the visual appeal of the greater downtown area.

While the character of existing housing near downtown remains attractive and in keeping with Mount Horeb's small town charm, there are opportunities and pent-up demand for new housing types such as townhouses and upscale apartments in the downtown itself that cater to younger demographics and those looking for a more "urban" feel. The Hoff Mall Apartment project to be undertaken by Gallina Companies in 2017-18 will offer a bellwether for downtown market rate rental demand, and as other parcels become available – particularly those adjacent to the bike trail on Lincoln and Front Streets – development of higher-density, multiunit residential options may represent the "highest and best use" of parcels with current commercial and industrial uses.



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## ACTION STEPS AND PROJECT PRIORITIZATION

Taking the preceding observations and recommendations into account, the following are implementation steps that the Village and MHAEDC may explore in order to maintain the current development momentum in the downtown and ensure that future projects meet the needs and desires of residents and visitors. These items are generally listed in order of timing and priority, with short-term actions listed first.

### About the Work Plan

These steps build upon the MHAEDC Implementation Work Plan completed in spring 2016, which provides other recommendations for realizing these and other key projects. The considerable redevelopment efforts already underway in the downtown area – and their successful absorption into the local economy – will have some bearing on the feasibility and timing of the priorities identified in this plan. The Work Plan and Downtown Plan will help the Village and MHAEDC assess their respective project capacity as well as the market's ability to handle simultaneous redevelopment efforts in the near term.

The priority projects listed are anticipated to occur within the next five years, and as each has the potential to make a significant impact on downtown, are arranged with more emphasis on logical sequencing than on their relative importance compared to one another. Over the next few years, shifting market conditions or community interests may elevate the importance of other projects that are unlisted or currently not highly prioritized. For these reasons, it is recommended that the Village and MHAEDC revisit the entire list of projects annually.





## PRIORITIZATION LEVEL 1

## PRIORITIZATION LEVEL 2

## PRIORITIZATION LEVEL 3

### Prioritization Levels

Each project should be reviewed for relevance and priority using the criteria detailed below. The highest priority projects are those that:

- Have already started, are making progress, and have established momentum for moving ahead
- Are more cost effective and efficient to advance simultaneously with another project(s) already identified as a priority
- Continue/build off a previous project
- Have funding source(s) available that are specific to the project/are economically viable
- Have potential to serve as a catalyst that will accelerate other identified projects
- Result in the development of more detailed plans, establishment of policies, or decisions necessary for other implementation activities to be undertaken
- Have identified partners who are willing and able to participate
- Have the strong support and interest of the MHAEDC, Village Board, and citizens

Projects are broken into the following priority levels based on their extent of consistency with the prioritization criteria above:

- **Level 1** – These are projects that meet five or more of the criteria and should be the primary focus of the proactive efforts undertaken by the MHAEDC and Village over the next year or so.
- **Level 2** – These are projects that meet three or four of the criteria. The Village and MHAEDC should continue to monitor conditions and trends related to these (such as the completion of related projects, availability of funding, market conditions, etc.) to determine when they meet the Level 1 criteria and are “ripe” for attention and action.
- **Level 3** – These are projects that meet less than three of the criteria. Current conditions and trends will need to change significantly before these would increase in their level of priority. Many of these will be market driven and are dependent upon a property owner/business/developer initiating them. Once that happens, the project is likely to jump to a Level 1 Priority. Thus, classifying a project as a Level 3 Priority does not indicate the Village is not interested in it; it means current conditions and trends require another party to take the lead.

## Level 1 Priority Projects

- **Open and maintain lines of communication and engagement with downtown property owners and potential developers.** The MHAEDC and its committees already do an excellent job of this. As many properties are currently for sale or expected to become available soon, MHAEDC should continue to identify and track the redevelopment and reuse potential of specific properties. Remaining in contact with sellers and recruiting appropriate buyers/developers/tenants will ensure that any future plans for these properties are consistent with the Village's plans and expectations for the downtown.
- **Prioritize action items identified in the MHAEDC Downtown Implementation Work Plan.** This redevelopment plan should be viewed as complementary to the broader revitalization strategies and recommendations of the Implementation Work Plan developed for the MHAEDC in spring 2016. This included the development of the vision and themes listed on pages 2-4 and creation of marketing and business recruitment materials currently being undertaken by the MHAEDC. The Village and MHAEDC should continue their public-private partnership to coordinate funding resources and personnel toward realizing their shared vision for downtown development, while also helping current and prospective business realize that "[their] customers are already here."
- **Identify sources of seed funding for the façade/building grant and loan program.** These programs are a TIF-eligible expense but will require start-up funds from a different source until TID 5 generates sufficient increment to pay back the initial investment. The loan program, administered with participation of several local banks, is also close to public launch but remains subject to agreement on a mutually acceptable form of security that does not diminish the Village's relatively constrained general obligation borrowing capacity over the next several years.
- **Create and disseminate a downtown parking strategy and operations plan.** As shown on Map 2, there is an abundance of public parking currently available in the downtown, with several hundred spaces to be added in the next few years. However, existing Village lots are not always fully utilized due to low visibility and minimal signage guiding visitors to them. The Village should develop a detailed plan that includes placing directional wayfinding signs directing visitors toward current and planned lots, as well as more prominently marking specific off-street stalls as available for public use. Working with the MHAEDC and the Chamber, this also should include developing strategies for encouraging greater awareness of public parking options through the development of maps, flyers or other materials for distribution to visitors and customers. Downtown businesses, particularly those without designated off-street lots, also need strategies

for encouraging employees to utilize long-term parking lots on the periphery of downtown, such as those by the depot and behind the Municipal Building, in order to free up on-street spaces for customers.

- **Make necessary changes to Village Zoning and Future Land Use Maps.** Some existing land uses in parts of the downtown, such as the industrial parcels along W. Front and E. Lincoln Streets, are considered nonconforming uses under the recommendations of the Comprehensive Plan, which marks them for central business or planned mixed use. As these sites become available/are redeveloped, the Village should continue to rezone or otherwise amend the text and maps in the Comprehensive Plan, to ensure that new uses and construction are desirable and consistent with the character of the downtown.
- **Prioritize improvements in 200 Block of E. Main Street.** The south side of this block features historic commercial building stock that will likely benefit from increased visibility and patronage with the opening of the Duluth headquarters just across Front Street. The MHAEDC should engage these property owners about building improvements from a parking and entrance standpoint, particularly on the rear façade and seek a new tenant for the former restaurant space.

## Level 2 Priority Projects

- **Explore creation of a certified historic district centered around the commercial blocks fronting on Main Street between Grove and Third Streets.** This area was identified as eligible for the National Register of Historic Places (NRHP) in Elizabeth Miller's Intensive Survey of the Historic Resources of the Commercially Zoned Downtown (February 1997) based on findings of a preponderance of historic or contributing structures under federal guidelines. Current conditions at most properties remain substantially similar to the assessments in that report. While the Village has already created a locally designated historic district as a zoning overlay of those parcels zoned for Central Business (CB) uses, a state-certified district would add an extra layer of protection for qualifying properties in the area. State or federally certified properties and districts are subject to a rigorous set of standards set by the U.S. Department of the Interior that govern the renovations or significant alterations to historic structures as necessary to retain their historic features.

These restrictions may give some property owners pause so the Village and MHAEDC should first engage owners and tenants to assess their interest and ability to maintain the historic integrity of their buildings, and explain the potential personal and civic advantages of a more formal district. Several properties in the downtown, including the Hoff Mall and the Opera House, are already listed on the NRHP, but establishment of a broader district around these properties may offer additional benefits from a recognition and tourism perspective, as well as access to substantial rehabilitation grants and tax credits that are often reserved exclusively for "certified" historic properties.

- **Advance redevelopment/reuse alternatives and improvements for 100 Block of E. Main Street.** The MHAEDC has been in contact with property owners in this block to ascertain any future plans for their buildings, including sales listings and any necessary structural improvements, and the potential to coordinate and implement one or more of the initial concepts and reuse strategies developed for the block (Figures 7-9) that would require cooperation among multiple parties. Short-term updates may be funded in part by the Village's Façade and Building Improvement Grant/Loan Programs, while the feasibility of funding any reconfiguration of the block's structural layout, parking and overall platting will take additional time to assess as individual properties are leased, sold or otherwise made available for redevelopment.



- **Reconstruct the entirety of Front Street as soon as possible.** The existing roadway and utilities along Front Street are currently substandard and must be replaced in order to serve the high-quality projects anticipated to be built along the corridor. The segment between Second and Third is already scheduled to be rebuilt as part of the Duluth Trading office project beginning in early 2018, but the block between Second to First also should be redone as soon as possible to minimize disruption of other near-term redevelopment activities at the Historium, Gallina apartments, and newly-renovated restaurant/banquet space. The blocks to the west generally handle less vehicular traffic and should be reconstructed concurrent with future redevelopment projects.
- **Implement downtown streetscaping recommendations.** Subject to available funds, the Village should seek to add the “complete street” elements for Front Street and the numbered cross streets shown in Figures 1-4 that complement those recommended in the 2001 plan and those already constructed along Main Street. Some of the lower cost elements such as Second Street bike “sharrows” and wayfinding signage may be completed in the short-term, while other landscaping, lighting and hardscape elements may be finished in later years

as TID 5 increment becomes available of under the Village’s capital improvement plan. To these ends, the Wisconsin Department of Transportation offers several grants, including the Local Transportation Enhancements (TE) Program and Transportation Alternatives Program (TAP) that allocate funds to increase multi-modal transportation alternatives and enhance communities and the environment. Eligible projects include bicycle or pedestrian facilities, landscaping or streetscaping, and the preservation of historic transportation structures.

- **Develop targeted marketing materials for specific visitor types, including tour groups, cyclists/trail users and motorcycle clubs.** The Mount Horeb area already offers many activities appealing to a wide variety of visitors. As mentioned in the “Themes” section of this plan, the downtown should be specifically marketed as a destination district and a natural extension of outdoor and tourism-related recreation for affinity groups that are already more likely to patronize the Village’s retail and dining options, and capitalize on the traffic created by out-of-town attractions such as Tyrol Basin, Cave of the Mounds and the Driftless Region.

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- **Acquire and redevelop the current Fire District parcel for public parking.** With the Fire District relocating to a new Public Safety Building by 2019, the Village has expressed interest in acquiring the property for development of a new public parking lot to better accommodate the anticipated high-traffic uses being added along Front Street. As shown on Map 2, the property could accommodate around 80 spaces. However, the use of this property for a parking lot is viewed as a temporary measure, as the parcel

will likely become more valuable for commercial or residential development as downtown density increases in the coming years. Accordingly, the Village should look to identify replacement parking (including the potential for structured parking) as redevelopment occurs in areas to the west to free up this site for significant redevelopment and investment to fully capture its choice location near the center of downtown and proximity to the future Depot Plaza.

## Level 3 Priority Projects

- **Refine “Depot Plaza” design, timing and funding strategy.** The DNR trailhead/depot is identified in this plan as a potential centerpiece of the future downtown area given the numerous redevelopment projects already taking place nearby. Additional discussions with the DNR and other adjoining property owners, particularly those with buildings that may be redeveloped in the future, will be needed in order to fully assess the Village’s ability to develop the block as envisioned in Figures 5-6, as will identification of funding resources to acquire, build and program this flexible public space.
- **Consider redevelopment alternatives for Grandma Foster Park.** With the potential creation of a new greenspace and public plaza near the DNR trailhead and depot, the Village should evaluate the future of the small park at the corner of S. Washington and W. Main Streets. While nicely maintained, Grandma Foster Park’s utility for larger events is currently limited by its size and neighboring uses. As redevelopment occurs on adjoining sites, the Village should evaluate the potential to expand the park or to include the park property as part of a larger, private redevelopment project.
- **Explore creation of certified historic district(s) in surrounding residential neighborhoods.** Some of the oldest and grandest homes in the Village are found on the blocks immediately adjacent to the downtown commercial district. Following creation of a Main Street historic district, the Village may explore creation of one or more primarily residential historic districts of state or federal distinction. These districts, in connection with the local design controls already placed on certified historic properties, would offer additional protections and guidelines for maintaining the historic integrity of these classic homes while also offering property owners access to additional funding resources (such as tax credits) for qualifying restoration and preservation projects.

## Recommended Sequencing/Timing

| PRIORITY LEVEL | PROJECT                                                                                                        | 2017 | 2018 | 2019 | 2020 | 2021 |
|----------------|----------------------------------------------------------------------------------------------------------------|------|------|------|------|------|
| 1              | Open and maintain lines of communication and engagement with downtown property owners and potential developers |      |      |      |      |      |
| 1              | Prioritize action items identified in the MHAEDC Downtown Implementation Work Plan                             |      |      |      |      |      |
| 1              | Identify sources of seed funding for the façade/building grant and loan program                                |      |      |      |      |      |
| 1              | Create and disseminate downtown parking strategy and operations plan                                           |      |      |      |      |      |
| 1              | Make necessary changes to Village Zoning and Future Land Use Maps                                              |      |      |      |      |      |
| 1              | Prioritize improvements in 200 Block of E. Main Street                                                         |      |      |      |      |      |
| 2              | Explore creation of certified historic district on Main Street                                                 |      |      |      |      |      |
| 2              | Advance redevelopment/reuse alternatives and improvements for 100 Block of E. Main Street                      |      |      |      |      |      |
| 2              | Reconstruct the entirety of Front Street                                                                       |      |      |      |      |      |
| 2              | Implement downtown streetscaping recommendations                                                               |      |      |      |      |      |
| 2              | Develop targeted marketing materials for specific visitor types                                                |      |      |      |      |      |
| 2              | Acquire and redevelop the current Fire District parcel for public parking                                      |      |      |      |      |      |
| 3              | Refine “Depot Plaza” design, timing and funding strategy                                                       |      |      |      |      |      |
| 3              | Consider redevelopment alternatives for Grandma Foster Park                                                    |      |      |      |      |      |
| 3              | Explore creation of certified historic district(s) in surrounding residential neighborhoods                    |      |      |      |      |      |